

Altman Solon Report: AVoIP Helps Broadcasters Deliver More Live Events that Viewers Want

Altman Solon's Global new report shows AVoIP makes broadcasting live events cheaper and easier, but has been stymied by resistance to new tech, lack of talent.

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Audio & Video over Internet Protocol (AVoIP) lowers barriers to entry for broadcasting live events by reducing costs and simplifying on-site operations, according to a [new report from Altman Solon](#). More than 80% of the industry professionals surveyed by Altman Solon said the benefits of using AVoIP met or exceeded their expectations, but the report shows that less than half of all



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*Altman Solon Director Derek
Powell*

live event broadcasts use this promising technology due to institutional resistance to new technologies and lack of skilled workers.

Altman Solon's new Global Audio and Video over Internet Protocol Report reveals how AVoIP allows broadcasters to meet new consumer demand for live events. Traditionally, live events – sports, concerts, awards shows, election coverage – have been broadcast through satellite feeds and require significant investment in equipment and personnel at the site. AVoIP lowers the costs of more traditional methods of live broadcasts by reducing the

personnel and equipment needed on site. But the survey shows that the benefits extend beyond costs: While 88% of respondents cited increased revenue opportunities, the improved efficiency of broadcast workflows (86%) and flexibility (85%) were other top benefits of AVoIP.

“Live events – particularly sports and news – are the lifeblood of linear TV,” said Altman Solon Director Derek Powell. “Expanding AVoIP adoption will help broadcasters reduce the barriers to entry for live events, significantly expanding the pool of events that are economically viable to air on live TV. The continued growth of AVoIP will be a real boon to networks and cable providers, but also to streamers making new investments in live programming.”

Previous research from Altman Solon revealed that access to live sports and news are the biggest drivers of cable television subscriptions. Once the domain of broadcast and cable networks, streaming services like Amazon have recently entered the competitive sports' rights marketplace in the U.S. and U.K., creating even more demand for live sports programming.

Despite the clear benefits of AVoIP, the survey showed that, on average, only 42% of respondents have transitioned to AVoIP. This number is expected to increase slightly to 46% over the next 12-18 months. Survey respondents reported that budget constraints (67%), complexities of transitioning workflows (51%), and ROI/weak business case (46%) were the main barriers for increasing AVoIP use. Experts interviewed for the report also cited institutional resistance to new technologies that stymies adoption: "[The] broadcasting industry is not tech first, it's content first," said a broadcast media executive.

Additional key findings of the AVoIP survey include:

- Respondents selected audio mixing (86%) and video servers (85%) as the two most impactful AVoIP technologies.
- A shortage of skilled workers to fill AVoIP-related positions has forced broadcasters to change their recruiting habits, pushing more than half of respondents (58%) to search for talent in adjacent industries.
- While diversity of candidates is still a challenge, 91% of respondents noticed positive strides towards recruiting diverse candidates over the past two years.
- While data analysis for AVoIP is underdeveloped throughout the industry, the top reported uses of data collected via AVoIP practices include identifying/reducing broadcast costs (55%), improving utilization (53%), and tracking broadcasting trends (45%).

[Altman Solon's Global Audio and Video over Internet Protocol Report](#) surveyed 102 industry leaders and technicians in 2022, all with at least three years of experience in the broadcasting industry in the U.S. and U.K. Altman Solon released a [related report on Virtual Production](#) adoption trends in the film industry in late 2022.

About Altman Solon

Altman Solon is a global strategy consulting firm that works across the Telecommunications, Media, and Technology (TMT) sectors. Our consultants are united by passion and intellectual curiosity for TMT and work with market leaders, challenger brands, and investors in these industries.

Our collaborative team structure combines industry experts and data analysts to apply their experience and skills to create real-world solutions for global TMT players. We support our corporate clients in identifying, developing, and implementing company strategies, new market entry approaches, digital innovation, and global M&A. We help our investor clients understand

markets, conduct due diligence, and confidently make high-stakes decisions.

Altman Solon was formed through a merger between Altman Vilandrie & Company and Solon Management Consulting in July 2020.

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