



Reinventing a Production Powerhouse

Tech titan transforms its enterprise broadcasting
with an IP-based infrastructure



CASE STUDY

About Microsoft Production Studios

Industry: **Technology**

Location: **Redmond, Washington**

Microsoft Production Studios aims to leverage Microsoft's resources and expertise to create compelling and high-quality content for its audience. It is responsible for producing a range of content, including documentaries, series, and live events, with a focus on its own internal enterprise broadcasting needs, external technology solutions and Xbox related content.

100+
Employees

350+
Shows Streamed
Annually

24/7
Global Production
Support



Bold Visions with a Trusted Partner

Objective

Ways of working changed in the blink of an eye during the pandemic. Everything from small team meetings to large global events went virtual. It was a profound shift that had a big impact on Microsoft Production Studios (MPS).

This 65,000 square-foot facility on Microsoft's Redmond, Washington campus is the primary full-service broadcast studio for the world's largest software company. The 25+ year-old building has been renovated throughout the years, but the technology needed a refresh. Even before demand skyrocketed, they were already operating at full capacity and had to rely on SDI systems that were at end of life and end of support.

Leadership seized the moment to future proof for scale and quality. The goal? Upgrade the entire facility from SDI to IP-based 2110 and expand their capabilities without any lapses in production. It was a bold aim, even for a giant in technology innovation. Microsoft knew they needed the right partner. Enter Diversified.



“We knew that expanding our broadcast capabilities was going to be like replacing the engines on the airplane while we were flying it. Downtime wasn’t an option as so many parts of the business were depending on us.”

— Microsoft Production Studios
Engineering Team



Solution

Discussions with Diversified began in 2019 as part of a long-term innovation and emerging technology consulting agreement. As a trusted partner (we'd been supporting MPS in upgrading their technology for years), we were already familiar with their systems, maintenance and production demands.



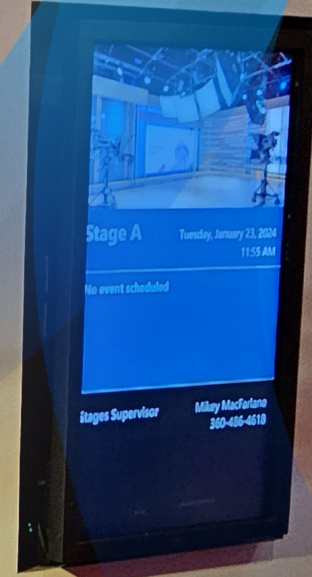
“This was a complex undertaking, and Diversified’s familiarity with us was an advantage. As a long-time partner, they knew our systems as well as our workflows.”

— **Microsoft Production Studios
Engineering Team**

INNOVATION WITHOUT INTERRUPTION

Transitioning from SDI to IP is a challenging undertaking. Doing it without any lapses in production capabilities at such a massive scale is even more difficult. Broadcasting across time zones for global coverage, Microsoft Production Studios essentially works round the clock and couldn't afford for any systems or subsystems to be offline for more than a few hours at a time.

The initiative was a true transformation in every sense of the word. The Diversified team had to build systems and cutover systems in place parallel to existing ones and coordinate deployments in narrow windows when the legacy systems were scheduled to be down. Over the course of four years, a team of up to 10 Diversified engineers and 12 on-site team members worked together with Microsoft staff and vendors to replace each of the core systems—bringing one up and then taking the next down.



3,000

Productions
Per Year

65,000

Sq Ft Production
Space

5x

Increase in
Engagement

LOOKING PAST THE LATEST SHINY OBJECT

MPS's transition to IP wasn't about implementing technology for technology's sake. It was always about implementing the best technologies to serve the needs of the business, particularly at such an unprecedented time.

Diversified helped revitalize the space amidst the global pandemic by repurposing under utilized physical spaces within the facility. This move had a double benefit. It expanded MPS's broadcast capabilities to support more productions while getting more value out of their total space.

LEVERAGING TEAMS FOR ENTERPRISE BROADCASTING

More organizations have turned to Microsoft Teams to effectively collaborate and connect with remote workforces. But could it go from boardroom to broadcasting? Absolutely.

The new infrastructure includes 58 built-in Microsoft Teams machines used for broadcasts that feature globally dispersed speakers, delivering the collaborative look and feel of Teams at an elevated broadcast quality.



“There was definitely an art and a science to getting this transition right. The Diversified and MPS engineering teams worked collaboratively and did an amazing job accounting for all the possible contingencies. There was always a plan B.”

— Microsoft Production Studios
Engineering Team

SOLUTIONS

- 2 Primary Video/Audio Control Rooms
- 4 Secondary Control Rooms
- 3 Primary Stages
- 2 Insert Stages
- Infinite Remote Stages/Locations
- Global Communications Systems
- 15 Edit Rooms
- 7 Teams Stand-Alone Session Record Rooms
- Migration from Coax to Fiber
- Network Infrastructure
 - Dual Quad Core System
 - Red & Blue, Control and Sandbox
 - Currently Utilizing 6,000 Simultaneous Bidirectional 3G 1080P Video Throughout
 - Capability and Capacity to Seamlessly Migrate to 4K

SERVICES

- Consulting
- System Design
- Installation
- Commissioning
- Training
- Support

Impact

The new IP infrastructure is a game changer—outfitting MPS with advanced media and broadcast capabilities with superior quality befitting a global leader in technology. Originally built to reach internal stakeholders, it now supports Microsoft’s global marketing initiatives for B2B communications, conventions, keynotes and more—eliminating the need for outsourcing. Just months after the transition to IP, MPS has seen a 30% increase of in-house production and 100% increase in event participation by remote users.

Thanks to the increased production capacity and scalable, elastic capabilities, MPS can support demand in ways that were impossible before. It can handle larger events with more than 250,000 participants, flagship events spanning consecutive days as they move around the world, and more simultaneous events than ever before.

This transformation makes MPS even more of a competitive asset for Microsoft with the media technology capabilities to engage customers, employees and other stakeholders in the digital world. At the same time, MPS’s support for hybrid and remote workforce models and flexible ways of working positions Microsoft for the future of work.



“Our content demand grew exponentially over a very short period of time. The new IP design not only helped to meet those immediate needs but also equipped our team to successfully scale and support future needs.”

— Microsoft Production Studios Engineering Team

2,600+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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