M2A+Unified Streaming

= FIFA Club World Cup 2025

The Challenge: One Global Rights Holder, Massive Global Demand

M2A Media

Unified Streaming

In June 2025, the FIFA Club World Cup became a truly global, digital-first event. For the first time, FIFA awarded exclusive global streaming rights to a single platform: DAZN.

That shift fundamentally transformed the broadcast challenge:

- Millions of concurrent viewers across devices and territories
- Extreme, unpredictable traffic spikes during key matches and moments
- Broadcast-grade reliability expectations at OTT scale
- Secure delivery and monetization via dynamic ad insertion
- Zero tolerance for outages during a flagship FIFA tournament

DAZN required an architecture that could scale instantly, remain resilient under peak load, and deliver consistent quality worldwide.

▶ Pre-match anticipation

For the first time, FIFA granted global broadcasting rights for the Club World Cup to a single streaming platform: DAZN. Awarding the rights to DAZN elevated the sports distribution model—and the stakes.

DAZN's streaming audience meant millions of simultaneous sessions, with viewers expecting instant start-up and flawless playback. Traffic spikes were inevitable, with hundreds of millions of viewers potentially tuning in for specific matches and key moments—suddenly and simultaneously.

M2A Media

Unified Streaming

> **For DAZN, the FIFA Club World Cup was not just about acquiring rights—it was about delivering a seamless, high-quality, resilient live experience at global scale.**

▶ Kicking off with trusted partners

To meet the demands of such a high-profile tournament, DAZN relied on long-standing technology partners.

M2A Media has supported DAZN for years with broadcast channel ingest, transcoding, live manifest manipulation, packaging, ad insertion, and delivery services.

Unified Streaming's core product, Unified Origin, sits at the heart of M2A's services powering DAZN's live streaming architecture, managing the packaging and delivery layer.

▶ Technology goals

For the tournament, M2A Media provided primary headend services, enabling the receiving, processing, and preparing of all video content for global distribution.

Unified Streaming supplied Live Origin (Unified Origin – Live), supporting adaptive bitrate (ABR) dynamic packaging and ad insertion—two critical components of M2A's service offering.

Encoding created multiple versions of each video at different bitrates and resolutions. Unified Origin – Live packaged these into formats such as HLS, DASH, and CMAF, providing manifests that allowed devices to adapt dynamically to network conditions for smooth playback.

Where required, industry-standard DRM and forensic watermarking (A/B variant) were applied to protect content from piracy. Dynamic ad insertion ensured reliable monetization and strong ROI for advertisers.

Unified Streaming's Live Origin also enabled rules-based variant selection, filtering, and fallback paths to maintain service continuity under extreme load.

M2A scaled the live architecture without issue.

▶ DAZN scores (with assists from M2A and Unified Streaming)

By designing an architecture capable of absorbing extreme, unpredictable traffic surges, M2A Media— powered by Unified Streaming's Live Origin—enabled DAZN to deliver a broadcast-grade viewing experience at global OTT scale.

Hundreds of millions of fans across more than 200 markets tuned in to the FIFA Club World Cup 2025. Across all platforms, FIFA reported a total reach of 2.7 billion people—roughly one-third of the world's population.

M2A Media

Unified Streaming

M2A Media and Unified Streaming successfully scaled the live architecture to handle aggressive traffic surges—delivering the reliability and quality expected from a global premium sports platform.

► Post-game

"DAZN has trusted M2A Media as its primary headend provider since it started, and we were both humbled and proud to deliver the FIFA Club World Cup to hundreds of millions of viewers globally in such a short timescale. Our long-standing partnership with Unified Streaming continues to provide leading-edge capabilities and robustness, both of which are crucial for premium sports events."

- Ciarán Doran, CEO, M2A Media

"We're happy that our software served such a key function in support of M2A Media's services for DAZN, as they successfully streamed the FIFA Club World Cup 2025 to massive audiences worldwide. We've partnered with M2A for many years, and look forward to further collaboration as part of their live sports streaming infrastructure."

- Dirk Griffioen, CEO, Unified Streaming

► Broadcast-grade streaming for a global audience

- Hundreds of millions of fans across more than 200 markets
- 2.7 billion total audience reach across platforms (FIFA reported)
- Seamless playback across phones, smart TVs, laptops, and connected devices
- Resilient performance during peak concurrency moments
- Secure, monetized delivery with dynamic ad insertion

M2A Media

Unified Streaming

Cost-efficient solutions
that reshape how media is managed

▶ About M2A Media

M2A Media empowers organizations to revolutionize video workflows in the cloud by building on the power of AWS Media Services, through speed, security, and simplicity.

Speed: the M2A media API and operational tooling enable teams to achieve up to 75% time efficiency compared to manual deployment of AWS Media Services, dramatically accelerating speed to market.

Security: by democratizing the management of AWS services, M2A helps broadcast operations teams mitigate business risk while reducing reliance on extensive engineering resources.

Simplicity: available to purchase directly from the AWS Marketplace, M2A's SaaS platform can be running globally within days, complete with tailored broadcast operations support and SLAs.

With M2A Media, organisations can overcome cloud broadcast adoption inertia, unlocking faster time to value and delivering scalable, cost-efficient solutions that reshape how media is managed, delivered, and monetized.

▶ www.m2amedia.tv

M2A Media

Unified Streaming

Built in Amsterdam, trusted globally.

▶ **About Unified Streaming**

Unified Streaming helps broadcasters, streaming services, and content owners around the world stream, reuse, and monetize content. Our products Unified Origin, Packager, Capture, Remix, Virtual Channel, and Radio provide the foundation for challenging customer solutions. For millions of viewers, we deliver a key part of a great streaming experience.

Our technology, developed in Europe's most demanding media market, enables companies to create reliable, standards-based media workflows that are AI-ready, regulatory-compliant, and efficient at scale.

▶ www.unified-streaming.com

M2A Media

Unified Streaming