



Customer
Cleveland Cavaliers

Location
Rocket Arena, Cleveland, Ohio

The Customer

The Cleveland Cavaliers - one of the NBA's most storied franchises - share their home, Rocket Arena, with the Cleveland Monsters (AHL) and Cleveland Charge (NBA G League). The Cavaliers and their parent company, Rock Entertainment Group, also produce content for over 200 live events annually, spanning sports, concerts and community engagements.

Solution at a Glance

► **Modernized Infrastructure:** The Cavaliers replaced their aging 2015 system with Evertz's IP-based solutions, including ST 2110 and EXE 3.0, to support modern and scalable broadcast operations.

► **Enhanced Multi-Venue Production:** The new setup allows simultaneous event production across Rocket Arena's multiple tenants, improving flexibility and capacity.

► **Automation Boosts Efficiency:** Tools like Metadata Copilot automate tagging and clip management, speeding up post-production and reducing manual workload.

► **Streamlined Audio Workflows:** The Studer Vista platform simplified audio operations, making training easier and daily use more consistent and reliable.

► **Future-Ready System:** The solution supports UHD content and cloud integration, positioning the Cavaliers for evolving broadcast demands and long-term growth.



The Challenge

By 2024, the Cleveland Cavaliers' production infrastructure at Rocket Arena was outdated. The existing system, installed in 2015, had performed well but had reached the end of its life cycle, with critical components failing, many of which could no longer be repaired or replaced. As the technology aged, the demands on the production team only grew, with the Cavaliers, Cleveland Monsters and Cleveland Charge producing more content than ever, not just for in-venue experiences but also for broadcast, radio and social platforms. This increase in volume and complexity was placing significant strain on the existing workflows, which relied heavily on manual processes for tasks like metadata tagging and clip management.

"As a multi-venue facility, Evertz has allowed me the freedom to do multiple shows throughout the day seamlessly. When I looked at other venues and went to the NBA headquarters in Secaucus, I realized how important Evertz was to most arenas and the NBA infrastructure. That's when I started thinking about how to bring their technology into our workflow here in Cleveland."

— Joe Frietchen,
Vice President of Broadcast Operations, Cleveland Cavaliers

Moreover, the changing media landscape introduced new expectations, with fans now expecting higher quality production and more immersive content, while the team needed the flexibility to produce multiple shows simultaneously, sometimes across different venues. The Cavaliers also recognized the importance of future-proofing their infrastructure to adapt to rapid advancements in broadcast technology, including the shift toward IP-based workflows and the growing adoption of SMPTE ST 2110 standards across the industry.

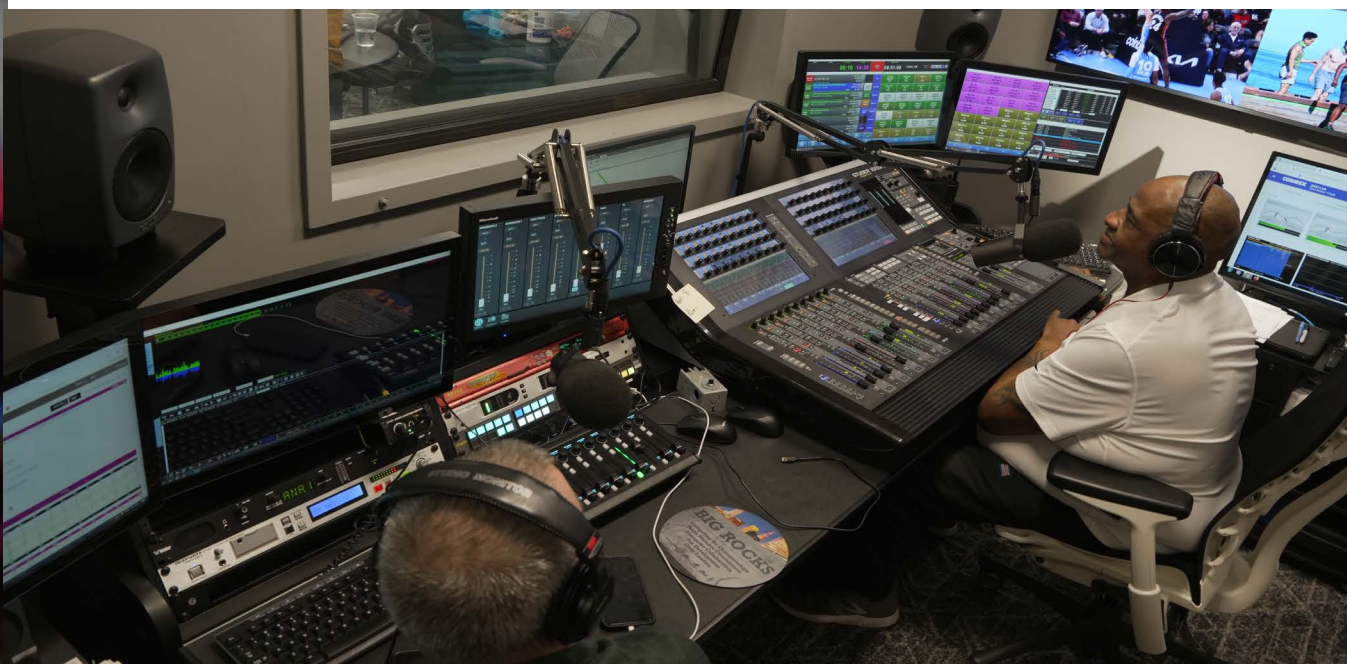


The Solution

To meet these goals, the Cavaliers partnered with Evertz, a long-time supplier of their routing systems, alongside Alpha Video and Unity Systems Integration. Anthony James Partners (AJP) led the technology selection and vendor coordination.

Key solutions deployed included:

- DreamCatcher™ Replay System: ST 2110 48 x 10 1080p configuration with eight operator stations, DreamCatcher Live Edit, eight-channel Clip Player, and Metadata Copilot.
- Studer Vista Audio Platform: Two Studer Vista 1 Carbon consoles, two Studer Vista BRAVO consoles, and three Studer VISTA-IN-VUE systems.
- SDVN: EXE 3.0 core router, ev670-X30-HW IP gateways, SMPTE ST 2110 multiviewers, MAGNUM-OS, and VUE interfaces.



"We wanted to modernize with Evertz. MAGNUM-OS gave us a foundation to deliver all of our video feeds and scale with our business. Their expertise and hands-on approach ensured that we didn't just meet our goals—we exceeded them."

— Mike Conley,
Chief Information Officer, Rock Entertainment Group



The Conclusion



The transition to Evertz DreamCatcher™, Studer Vista, and SDVN solutions has delivered significant operational improvements across all aspects of the Cleveland Cavaliers' production workflows. The organization is now able to manage simultaneous events across multiple teams and venues without compromising quality or efficiency. The increased flexibility has allowed operators to handle diverse production requirements with ease, whether managing live games, in-venue entertainment, or supporting radio broadcasts and digital content.

"Before Copilot, we had a manual process of metadata and renaming and tagging. That required someone to sit down at a computer and manually rename and watch, rename and tag all the clips manually. Copilot totally eliminated that. Editors can now show up the next morning after a game and find all their players' highlights by a simple click of a button."

— Nate Klein,
Senior Producer, Cleveland Cavaliers

Automation has also enhanced productivity. Metadata Copilot has eliminated the need for manual tagging and clip organization, allowing the production team to focus on creative tasks rather than time-consuming data management, dramatically accelerating post-game editing and streamlining the delivery of content to both in-venue screens and social media platforms.



The Conclusion



“DreamCatcher is very easy to use. It takes parts and pieces from other replay systems and brings them all together into one beautiful machine. The larger system now gives us the capability to be more well-rounded when we have multiple shows going at the same time. We have a lot more ability to take in cameras, so we don’t miss anything. I love how I can drag and drop plays directly into playlists without even opening them. It’s made our workflow so much faster and more efficient.”

— Robyn Kattler,
Crew Coordinator & Replay Operator, Cleveland Cavaliers

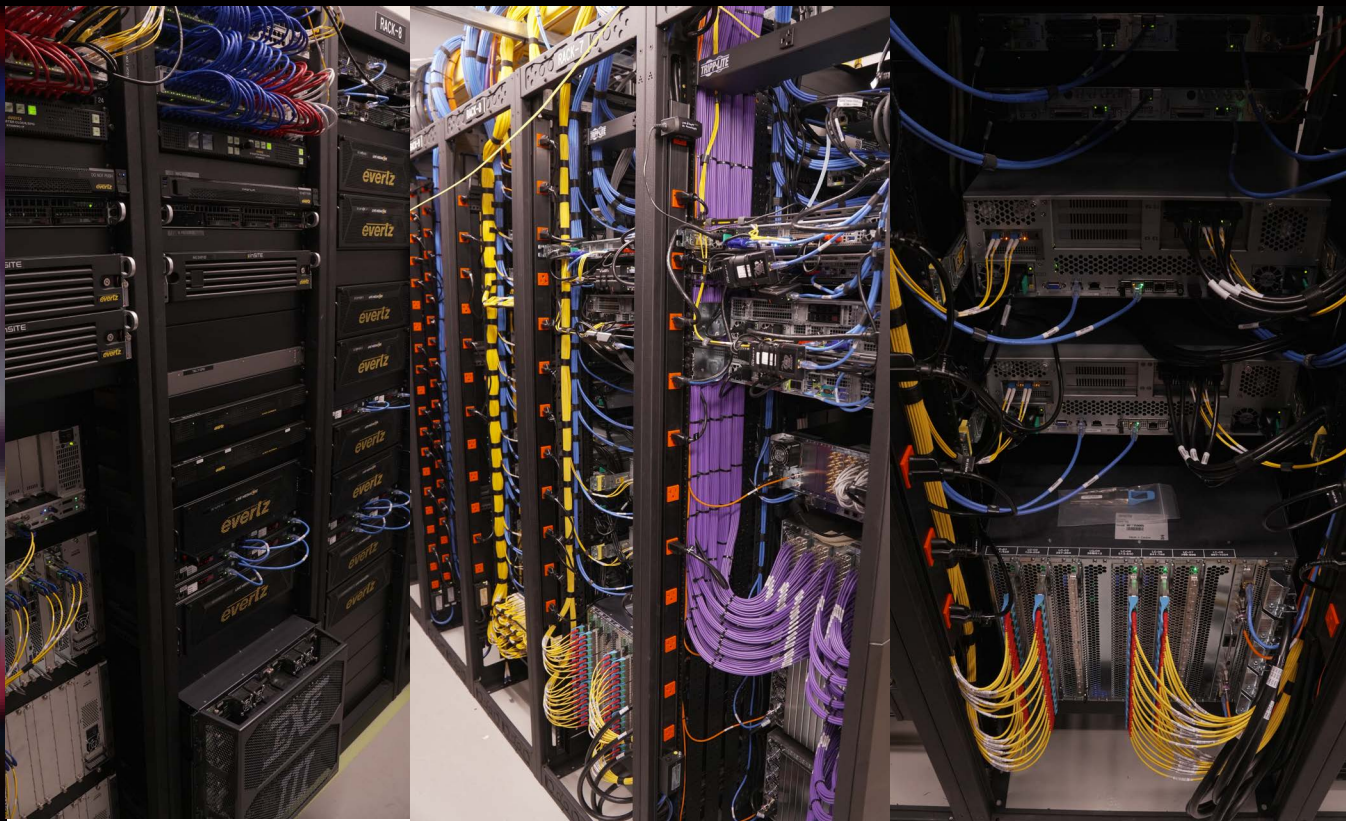
The audio infrastructure has also been modernized, with the Vista platform providing adaptable control solutions that improve workflow consistency and reduce the complexity of managing multiple audio sources. The system’s intuitive design has simplified training and daily operation, ensuring that both experienced and newer staff can quickly adapt to evolving production needs.



“The best part about Evertz is the service after the sale—that’s huge. But the Studer board itself has been fantastic. The flexibility and ease of use are amazing. We now have three Studer boards, including the Bravo, and they’ve allowed us to handle everything from live game audio to podcasts to radio broadcasts. The mute groups and the VisTool views give us so much control. And the support I’ve received from Evertz has been second to none. Whenever I’ve had a question, they’ve been right there with me, every step of the way.”

— Marty Allen
Audio Engineer, Cleveland Cavaliers

The Conclusion



From a technical perspective, the shift to a scalable ST 2110 IP backbone and the deployment of the EXE 3.0 core router have also future-proofed the Cavaliers' infrastructure. The system is designed to accommodate expanding production demands, support UHD content, and integrate with emerging cloud-based workflows, ensuring that the Cavaliers can continue to evolve their content strategy without the need for disruptive hardware overhauls.

"Evertz was one of the many partners that we worked with on this project and was fantastic, providing us the additional resources to make sure that this project was completed both on time and under budget. One of the great things about this control room being 2110 is that it's IP-based, making everything scalable. Any future upgrades don't necessarily require hardware—just software."

— Dustin Culhane,
Senior Account Executive for Sports Live Events, Alpha Video

The collaborative approach taken during the project's design and deployment phases has ensured long-term reliability and operational stability, and the integration of Evertz solutions has resulted in a production environment that not only meets the current demands of professional sports and entertainment broadcasting but is also positioned to grow alongside the Cavaliers' vision for the future.

Key outcomes:

- Dramatic increase in production flexibility and capacity
- Significant reduction in manual tasks through automation
- Faster content turnaround and improved creative workflows
- Simplified audio operations with scalable, intuitive control
- Future-proofed infrastructure with ST 2110 IP and EXE 3.0 core
- Stable, reliable system performance supporting ongoing innovation



The Conclusion

Equipment List:

- DreamCatcher™ 48x10 ST 2110 System
- Live Edit + Clip Player
- Studer Vista 1 Carbon (32 fader, 22 fader)
- Studer Vista Bravo (x2)
- Studer VISTA-IN-VUE (x3)
- EXE 3.0 core router
- ev670-X30-HW IP gateways
- MAGNUM-OS with VUE apps
- SMPTE ST 2110 multiviewers
- 5700MSC Master Clock

"As the main consultant on the project, we adopted an integrated approach, maintaining open communication channels with all stakeholders, regular meetings, and coordinated planning sessions.

Evertz was selected because of their proven expertise in broadcast technology, their ability to provide comprehensive solutions that fit our project requirements, and their engineering support. Their innovative products, especially in the ST 2110 systems, made them the ideal partner.

Their support team collaborated closely with us to tailor solutions, run comprehensive pre-development simulations, and help detect and address compatibility issues before the live deployment. Collaborating with Evertz was truly professional and responsive, featuring some of the most knowledgeable technical experts in the industry. Their proactive support and readiness to tailor solutions significantly streamlined the process and made it more efficient throughout commissioning and the initial events. An Evertz engineer was always present or on call, ready to assist immediately whenever needed."

— Michael Martin

Vice President of Technology, Anthony James Partners

Case Study

Cleveland Cavaliers Modernize
Multi-Venue Broadcast
Operations With **evertz**