Grass Valley

CASE STUDY

Building a Unified Production Environment for LaLiga

NVP has deployed a software-defined production environment built on Grass Valley's AMPP to support production across LaLiga EA Sports and LaLiga Hypermotion, combining centralized production, IP infrastructure and UHD HDR acquisition within a single operational model.

When NVP was awarded a five-year contract to deliver production services for LaLiga EA Sports (Spain's first division) and LaLiga Hypermotion (Spain's second division), it needed an operational model capable of supporting the distinct production requirements of each competition. Central to that strategy was the creation of a new production center in Madrid, designed to produce every LaLiga Hypermotion match remotely while operating as part of a unified production environment spanning both leagues.

The deployment combines centralized software-defined production with traditional outside broadcast operations within a single operational environment.

Built around Grass Valley's AMPP® platform, it integrates IP infrastructure, production switching, routing, multiviewing, replay, audio mixing and UHD HDR acquisition with cameras at the stadiums shaded remotely. This allows NVP to apply the most appropriate production workflow to each league while maintaining common engineering standards, operational processes and production quality.

Centralized production for LaLiga Hypermotion is delivered from six production galleries in Madrid, while LaLiga EA Sports continues to be produced through NVP's outside broadcast fleet. Together, the operation supports more than 800 live matches every season.

Software-defined Production

The Madrid production center was designed around six production galleries capable of producing multiple LaLiga Hypermotion matches simultaneously from a single location. AMPP OS provides the software-defined production environment, enabling a suite of solutions to be dynamically deployed: Maverik X supporting live production switching, Audio Mix delivering live audio production and LiveTouch X providing instant replay. Creative Grading enables the remote shading of the stadium cameras, where GV Orbit® orchestration, Kaleido-IP™ multiviewers and IP gateway technology underpin the wider IP infrastructure, allowing the different systems to operate within a common production environment.

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>
> Ivan Pintabona
> Chief Technology Officer, NVP

NVP selected this architecture to create a production center that could evolve as operational requirements change. Software-defined production allows production resources to be allocated across multiple matches, expand capacity when required and refine workflows over time without being constrained by fixed infrastructure.

Ivan Pintabona, NVP's CTO, says: "For NVP, AMPP has established a software-defined production environment that allows us to allocate production resources according to the requirements of each competition while maintaining a consistent operational approach across the wider LaLiga production ecosystem."

One Production Environment, Two Distinct Workflows

Running alongside the centralized production model for LaLiga Hypermotion, NVP continues to use local outside broadcast production for its flagship LaLiga EA Sports coverage. More than 800 LaLiga Hypermotion match productions were supported by eight compact REM-OB vans, purpose-built by NVP & Video Progetti specifically for this project. Operating both production models within the same technology environment allows production teams to apply common engineering practices, operational workflows and picture quality standards across both competitions, regardless of whether a match originates from the Madrid production center or an outside broadcast setup.

Grass Valley supplied 144 LDX 135 and LDX 150 camera systems across NVP's production fleet, providing consistent UHD HDR acquisition throughout both leagues. 64 cameras are dedicated to LaLiga Hypermotion production, giving production teams a common camera platform regardless of where each match is produced. The live shading of all 64 cameras, is done remotely from the Madrid control center.

"The LDX 135 and LDX 150 camera systems have delivered the image quality, HDR performance and operational reliability we were looking for," Pintabona explains. "Having a common camera platform across the fleet gives our production teams a consistent operational experience regardless of how individual matches are produced."

The deployment also includes Grass Valley Karrera production switchers and Sirius routing infrastructure, providing switching and signal management across the wider production environment.

Delivering the Production Center

System integration was led by Video Progetti, with installation, commissioning and testing completed within a two-month period ahead of the opening of the 2025–26 season.

Close collaboration between NVP, Video Progetti and Grass Valley ensured the production center, IP infrastructure and software-defined workflows were delivered and commissioned as a single operational environment. Testing focused on validating interoperability across AMPP OS based applications, routing, switching, replay, orchestration and acquisition before the facility entered live production.

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Supporting Live Production at Scale

The completed deployment now supports production across more than 800 live matches each season, combining centralized production for LaLiga Hypermotion with outside broadcast production for LaLiga EA Sports within a unified production environment.

"Innovation is in NVP's DNA. With AMPP we are investing in the future of live production and raising the bar for LaLiga broadcasts," says Pintabona. "We now have a hybrid system that combines outstanding image quality with the scalability and reliability required for top-tier football production."

The Madrid Production Center demonstrates how software-defined production can operate alongside established broadcast infrastructure within premium live sports production. By combining AMPP with proven production systems, NVP has created an operational model that supports today's production requirements while providing the flexibility to expand as future operational needs evolve.

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