



GSTREAMER CONFERENCE 2026 • PRAGUE • LIGHTNING TALK

2,000
sport broadcasts a day.
Zero crew.

Automated production at scale with GStreamer
Johan Gustavsson • CTO, Sportway & LiveArenaSports

The scale

VOLUME • SPORT BROADCASTS

250,000+

per year

20,000+

peak month

2,000+

peak day

FOOTPRINT

2,500+

arenas

~20

countries

~20

sports

0

crew



Live Arena
Sports

Professional production, all the way down

TODAY

TOMORROW



Live Arena
Sports

A new production platform using GStreamer

SCALE = COST

16 → 1

cores per production

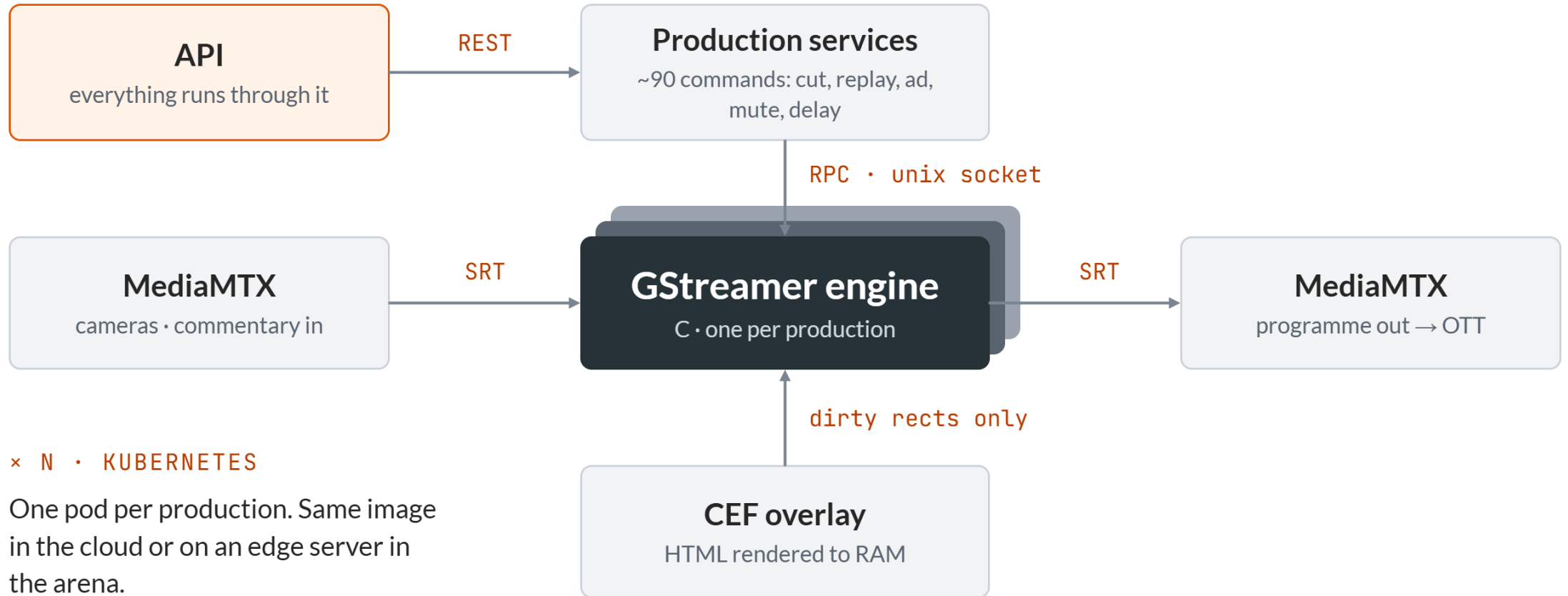
Old producer: 16-core VM • now GStreamer

- **Far more features** on one core
- No GPU
- **Distributed system:** scales horizontally
- Load-tested at 1,000 simultaneous productions



Live Arena
Sports

Where GStreamer sits



× N · KUBERNETES

One pod per production. Same image in the cloud or on an edge server in the arena.

Every action is an API call. **Ready for AI to press the buttons.**



**Live Arena
Sports**

STAGE 3 • THE VISION

Individual production

Same game.

A different broadcast for everyone.

GRANDMA

Hello! Can I watch my grandson Leo play handball on Saturday? I think he's number 14.

LIVEARENASPORTS

Found him! He's number 17 now. 14 was last season.

I'll follow him during the game, and send you his highlights right after.

GRANDMA

Lovely! Thank you, dear.



**Live Arena
Sports**

We're hiring

Media & GStreamer developers

LiveArenaSports · Stockholm, Sweden

Want to help build one production per viewer? Let's talk.

`johan.gustavsson@livearenasports.com`

Johan Gustavsson · CTO, Sportway & LiveArenaSports



Scan to email me



**Live Arena
Sports**