IBST Sports & Live Broadcast Production Packages

Professional broadcast solutions tailored for Nigerian and West African sports organisations, delivering league, federation, rights-holder, and broadcaster-standard coverage through flexible on-site, hybrid, or remote production models.

OUR COMMITMENT

Broadcast Excellence for Every Level of Sport

Whether you're managing grassroots tournaments or premier league fixtures, IBST delivers broadcast-compliant production packages designed specifically for the West African sports landscape. Our scalable solutions ensure every match receives the coverage it deserves, from development leagues to sponsor-supported competitions.

Each package is built on broadcast-industry standards, ensuring seamless integration with traditional broadcasters, digital platforms, and social media channels. We understand the unique requirements of Nigerian and regional sports organisations, offering flexible deployment options that balance quality with practical budget considerations.

Production Delivery Models

On-Site Production

Complete crew and equipment deployed to venue. Maximum control, immediate response to technical requirements, ideal for high-profile matches and complex broadcast scenarios.

Hybrid Production

Essential crew on-site with remote production support. Balanced approach combining venue presence with cost efficiency, suitable for multi-venue tournaments and regular fixtures.

Remote (REMI) Production

Camera operators at venue, all production managed remotely. Most cost-effective solution, perfect for extensive league coverage and grassroots development programmes.

OPTION 1

Essential Live Coverage

3-Camera Foundation Package

Our entry-level broadcast solution provides comprehensive coverage for grassroots competitions, school sports, development leagues, qualifiers, and early-stage tournaments. This package delivers professional-standard output whilst maintaining accessibility for organisations building their broadcast capabilities.

Essential Coverage: Technical Specification

Production Components

- 3 broadcast-compliant cameras with experienced operators
- Optional PTZ camera substitution for flexible positioning
- Live vision mixing delivered on-site or via remote production
- 8-channel audio mixer ensuring synchronised, broadcast-quality sound
- Programme (PGM) output feed ready for distribution
- Choice of clean feed or graphics-enhanced feed
- Complete IBST technical crew included

Indicative Pricing

On-Site Production~~₦~~2.75m – ~~₦~~4m per match/day

Hybrid / Remote Production~~₦~~2m – ~~₦~~3m per match/day

Pricing reflects full technical crew, equipment deployment, and broadcast-standard delivery. Contact us for tournament and multi-match discounts.

OPTION 2

Enhanced Live Coverage

4-Camera Professional Package

Designed for club leagues, zonal competitions, sponsor-supported events, and structured league fixtures requiring elevated production values. The additional camera perspective transforms coverage quality, providing expanded angles for improved field-of-play documentation and enhanced participant visibility throughout the event.

Enhanced Coverage: Technical Specification

Production Components

- 4 broadcast-compliant cameras ensuring comprehensive venue coverage
- Flexible configuration: PTZ-only or mixed PTZ and manned camera setup
- Expanded camera angles capturing tactical play and participant reactions
- Professional live vision mixing and directing services
- 8-channel synchronised audio with ambient and commentary feeds
- Programme feed and clean feed outputs for flexible distribution
- Dedicated commentary positions with audio infrastructure

Indicative Pricing

On-Site Production~~₦~~4.25m – ~~₦~~6m per match/day

Hybrid / Remote Production~~₦~~3.25m – ~~₦~~4.5m per match/day

Enhanced package includes additional camera operators, expanded technical crew, and elevated production standards suitable for sponsor presentations and broadcast partnerships.

Standard Features Across All IBST Packages

Broadcast-Compliant Workflows

Every production follows industry-standard protocols ensuring compatibility with national and international broadcast requirements, rights-holder specifications, and digital platform technical standards.

Fully Synchronised Audio

Professional audio mixing across all sources with frame-accurate synchronisation, ensuring commentary, ambient sound, and effects maintain perfect alignment throughout the broadcast.

Flexible Feed Options

Clean feed and graphics feed outputs provided as standard, enabling simultaneous distribution to multiple platforms with or without on-screen graphics, sponsor elements, or competition branding.

ISO Recording & Post-Production

Individual camera ISO recordings and post-event mixdown services available, supporting highlights packages, archive requirements, and content repurposing for social media and promotional use.

Remote Production Capability

All packages deployable via REMI workflows, reducing on-site crew requirements whilst maintaining broadcast quality, ideal for extensive tournament coverage and multi-venue competitions.

Professional Commentary

Access to experienced sports commentators with deep knowledge of Nigerian and West African sports, available as single commentator or full commentary team with pundit support.

ADD-ONS

Enhancing Your Broadcast

Elevate your production with additional capabilities tailored to sponsor requirements, broadcaster specifications, and audience expectations. Our modular add-on services integrate seamlessly with both Essential and Enhanced coverage packages.

Camera & Capture Enhancements

PTZ Broadcast Cameras

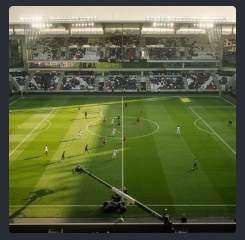
~~₦250,000 – ₦400,000~~ per camera / day

Remotely controlled broadcast cameras providing flexible positioning and smooth movement. Includes full integration into vision mixer, recording capabilities, and operator control.

Steadicam / Gimbal Operator

~~₦200,000 – ₦300,000~~ / day

Experienced operator with professional stabilised camera system for dynamic player tracking, touchline coverage, and immersive action sequences.



Long-Arm Jib with Operator

~~₦1.2m – ₦1.8m~~ / day

Dramatic sweeping shots and elevated perspectives. Complete package includes jib crane, remote head, experienced operator, and assistant for setup and operation.

Replay, Graphics & Data Services

Elevating Match Presentation

Professional replay and graphics systems transform viewer experience, meeting broadcaster expectations and sponsor requirements for premium match coverage.

4-Camera Slow-Motion & Replay Package delivers instant replay capability with dedicated operators managing highlights compilation and live replay integration throughout the match.

Live Graphics & Match Statistics provides real-time on-screen information including score bugs, match timers, player identification, lower thirds, and dynamic competition data synchronised with match action.

Streaming & Distribution Solutions

Social Media Streaming

₦350,000 – ₦650,000 / day

Live streaming to YouTube, Facebook, X (Twitter), Instagram, and other social platforms with optimised encoding for each channel.

Broadcast Station Delivery

₦700,000 – ₦1.2m / day

TV-ready encoded output meeting technical specifications for national and regional broadcast partners.

Multi-Platform Distribution

₦1.2m – ₦2.0m / day

Simultaneous delivery to broadcast television, social media platforms, and OTT applications with format-specific optimisation.

Our distribution services ensure your content reaches every intended audience simultaneously, maximising reach whilst maintaining broadcast quality across all platforms. Technical encoding, platform integration, and monitoring included in all distribution packages.

Audio, Commentary & Deliverables

Professional Commentary Services

Single Professional Commentator₦200,000 – ₦400,000 / day

Experienced sports commentator with deep knowledge of Nigerian and West African sports landscape, providing engaging match narration and expert analysis.

Full Commentary Team₦300,000 – ₦600,000 / day

Two commentators plus pundit support delivering comprehensive match coverage with play-by-play commentary, tactical analysis, and expert insights throughout the broadcast.

Recording & Post-Production

ISO Camera Recordings₦250,000 – ₦500,000 / day

Individual recordings from all cameras supplied on hard drive, providing complete archive of all camera angles for future editing and content creation.

Post-Event Mixdown & Highlights₦500,000 – ₦1.2m

Professional post-production creating polished highlights packages, extended match edits, and social media content with agreed turnaround time, typically next-day delivery.

Building Your Perfect Production Package

Every IBST production is customised to your specific requirements, budget parameters, and broadcast objectives. Start with either Essential or Enhanced base coverage, then enhance with additional services that align with sponsor commitments, broadcaster specifications, and audience expectations. Our team provides detailed consultation to ensure your package delivers maximum impact within your available budget.

Ready to Elevate Your Sports Broadcasting?

IBST delivers broadcast excellence tailored specifically for Nigerian and West African sports organisations. Whether you're managing a grassroots development programme or coordinating premier league fixtures, our scalable production packages ensure professional-standard coverage that meets rights-holder expectations and engages your audience.

Our experienced team understands the unique requirements of sports broadcasting in West Africa, from technical infrastructure considerations to cultural nuances in sports presentation. We're committed to supporting the growth of sports media across the region through accessible, high-quality broadcast solutions.

Contact IBST today to discuss your specific requirements and receive a detailed proposal tailored to your competition, budget, and broadcast objectives.

What's Included

- Broadcast-compliant workflows
- Experienced technical crews
- Flexible deployment options
- Multi-platform distribution
- Professional commentary available
- Tournament discounts offered