



From Outsourced to Outstanding

University Builds Sports Production Hub
Fit for Network Spotlight



CASE STUDY



Watch the video on our website to learn more

About the University of Texas Athletics

Industry: **Sports, Live Events & Entertainment**

Location: **Austin, Texas**

The University of Texas at Austin, founded in 1883, ranks among the 40 best universities in the world. Like the state it calls home, The University of Texas at Austin is a bold, ambitious leader supporting some 52,000 students, 3,000 teaching faculty, and top national programs across 19 colleges and schools.

The University of Texas Athletics embodies the spirit, tradition, and excellence of Longhorn Nation. With a rich legacy of champions, they are dedicated to fostering success on and off the field. They believe in the transformative power of sports to inspire, unite, and empower communities. Through innovative programs, state-of-the-art facilities, and passionate support from fans, they create an environment where our teams and athletes can thrive.

Together, they're building champions today, inspiring leaders for tomorrow, and strengthening the legacy of the Longhorns for generations to come. Hook 'em, Horns!

#1

Public University
in Texas

500+

Regular Season
Conference Titles

150+

Events Produced
Each Year



Big stages demand bold strategies.

Objective

As the University of Texas (UT) at Austin prepared for its highly anticipated move to the Southeastern Conference (SEC), it faced both new challenges and opportunities. Joining one of the most competitive and high-profile collegiate conferences required more than just a new patch on their jerseys—it demanded a complete transformation of their broadcast approach.

Historically, the university outsourced its productions, but the quality no longer aligned with evolving media expectations. Transitioning to the SEC meant they needed to bring productions in-house, retire the Longhorn Network, and meet the rigorous SEC/ESPN broadcast standards. Their mission: build a cutting-edge production hub capable of handling increased broadcast demands, delivering top-tier content to fans, and keeping pace with the ever-evolving world of live sports production—all while providing students with hands-on production experience.



“Leading up to joining the SEC, it was clear that we needed to level up our live production. After outsourcing video boards for years and relying on ESPN Longhorn Network’s quality, we knew we had to bring production in-house to meet not only new conference media requirements but also our fans’ expectations.”

— **Caten Hyde**,
Sr. Associate AD, Creative & Video,
Texas Athletics



Elevating production meets empowering students.

Solution

To make this ambitious vision a reality, the Longhorns at UT at Austin turned to the team of experts at Diversified. From concept to execution, UT and Diversified worked closely together to develop a cutting-edge, future-ready production environment.



“For a project of this scale, a traditional SDI baseband system just wouldn’t cut it. With 2110, we gain the flexibility to quickly set up remote production across campus with minimal equipment and maximum impact.”

— **Matt Alvarado,**

Head Broadcast Engineer, Texas Athletics

PLAYING THE LONG GAME

UT Austin and Diversified evaluated alternatives, including continuing to use ESPN's production trucks, but quickly realized that renting external resources would exceed the new system's budget within just a few years. While the upfront investment in Texas Studios was significant, the long-term benefits—including cost savings, student development, and control over production quality—made it a clear winner. Now, content is created by people who bleed burnt orange and are passionate about Texas athletics, ensuring a higher level of quality and engagement.

CENTRAL COMMAND PRODUCTION CONTROL

At the core of Texas Studios is a fully IP-based infrastructure, designed to seamlessly manage multi-camera productions across various venues. With five ST-2110 networked control rooms, each is capable of supporting multiple athletic venues, including football, baseball, track, soccer, and volleyball. This centralized approach enables more efficient workflows, allowing operators to direct, switch, and produce content from any location with precision and ease.



“We’re using cutting-edge cameras, replay stations, and switchers that let us deliver the best quality possible. Should something fail, our 1080/IP control rooms let us seamlessly flip to another room, allowing us to make mistakes, grow, and constantly improve our shows.”

— **Daniel Dupoux,**

Director, Broadcasting & Big Screens,
Texas Athletics

PREPARING STUDENTS FOR THE BIG LEAGUES

Instead of relying on external freelancers, Texas Studios Powered by Dell harnesses the talent of the university's theater and production students from The Moody College of Communication, providing them with hands-on experience in a state-of-the-art facility.

To bridge the gap between classroom learning and real-world production, the studios feature a unique mock show capability, allowing students to simulate live productions, refine their editing skills, and perfect their craft before going live.

By training students on industry-standard production tools—such as 2110 network IP core, switchers, cameras, and replay systems—Texas Studios sets UT Austin apart as a premier university for aspiring broadcast professionals, giving them a competitive edge after graduation.

5

IP-Based Control
Rooms

3

Audio Control
Rooms

250+

Sq Ft of
LED

SOLUTIONS

Production Control Rooms
Audio Control Rooms
Central Server Room
Engineering Operations Center
Studio Multipurpose Space
Virtual Production Space

SERVICES

Design
Integration

TESTIMONIAL

▶ See what the client has to say about their experience

Impact

The new Texas Studios is a game-changer for innovation, education, and professional growth. By bringing production in-house, UT Austin has created a cost-effective, future-ready solution that meets SEC/ESPN standards while preparing students for careers in media.

With hands-on training and industry-leading technology, students gain real-world experience, making Texas Studios a premier recruitment tool for aspiring sports media professionals. This cutting-edge facility positions UT Austin at the forefront of collegiate broadcasting, delivering high-quality content tailored to Longhorn fans.

By eliminating reliance on external production companies, the university has reduced costs while maintaining full creative control. As a model for the future, Texas Studios sets a new standard for university-based media production, ensuring UT Austin remains a leader in the evolving sports media landscape.



“We’re giving students an unmatched, hands-on experience that no classroom environment can simulate. Filling roles once held by seasoned freelancers, students produce live Division I SEC games on ESPN with high-stakes reps that can transform their futures.”

— **Caten Hyde,**

Sr. Associate AD, Creative & Video, Texas Athletics

Contributions from Key Partners



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Big-time college sports require big-time broadcast equipment. When the University of Texas was upgrading its athletic venues, Canon 4K broadcast lenses checked all the boxes. With an array of 30 portable and long-zoom lenses ranging from the wide-angle CJ14ex4.3B to the ultra-telephoto UHD-DIGISUPER 111, the Longhorns will be covered from every angle.

These lenses will not only be used for sports such as football, baseball, track, soccer, and volleyball, but also for training purposes to help students hone their production skills with professional-grade equipment. Backed by Canon's reliable service and support, the lenses ensure crystal-clear imagery that captures the gameday excitement.



 [See More](#)

The University of Texas required a routing and control system that could adapt to their growing programs and productions while integrating seamlessly with a diverse range of devices from multiple manufacturers. To meet these demands, EVS implemented Neuron processing cores and the Cerebrum control system, delivering a solution to successfully meet current and future needs. Cerebrum offers API-level control of all the university's current devices while ensuring effortless scalability for future expansions. Neuron provides seamless IP/SDI gateways, resolution conversion, HDR processing, and audio management—all within a single hardware solution that simplifies support and training. With customizable control panels and web interfaces tailored to their workflows, this solution aligns nicely with the university's evolving needs.



 [See More](#)

As the University of Texas transitioned to the SEC, it needed to expand its broadcast capabilities to support an increased schedule and multiple athletic facilities. This shift also required upgrading to the latest technology to enhance workflows and production quality. Ross Video, a leader in stadium and arena solutions, provided a proven 2110 infrastructure, delivering scalable, cutting-edge technology with a common platform tailored to each control room's needs. This integrated workflow improved usability, efficiency, and production quality, ensuring seamless operations across all venues.

With Ross' expertise and reliable solutions, Texas successfully modernized its production environment, meeting the evolving demands of college athletics while providing a world-class viewing experience for fans and stakeholders.

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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