



Meydan Racecourse



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VITEC Delivers Ultra-Low Latency IPTV & Digital Signage Solution for Meydan Racecourse

Meydan Racecourse in Dubai is a world-renowned venue, home to the Dubai World Cup and a centerpiece of the region's sporting and hospitality scene. With an 80,000-seat grandstand, luxury suites, restaurants, and a five-star hotel, Meydan required state-of-the-art media delivery system to enhance the guest experience, deliver low latency video streams, and maximize sponsor engagement. VITEC's IPTV and digital signage platform was chosen to deliver broadcast-quality video and dynamic content across this iconic venue.

The client

Meydan Racecourse is globally recognized for hosting prestigious international horse racing and entertainment events. Its scale and reputation demand world-class technology and guest services. To maintain its leadership in the competitive sports and hospitality sector, Meydan continually invests in innovative infrastructure and technology.

The challenge

The project presented several challenges. Meydan's vast infrastructure spans multiple zones, each with unique requirements, from VIP suites needing 4K video and personalized content, to public concourses and hospitality areas requiring robust live feeds and dynamic signage. The existing media systems were outdated and lacked the flexibility, reliability, and performance needed for modern, high-profile events. Managing content across hundreds of screens was time-consuming and inefficient, and the venue needed a platform to deliver impactful, targeted messaging for sponsors. In live horse racing, even a one-second delay can disrupt the immersive experience for guests and bettors, making ultra-low latency a critical requirement.

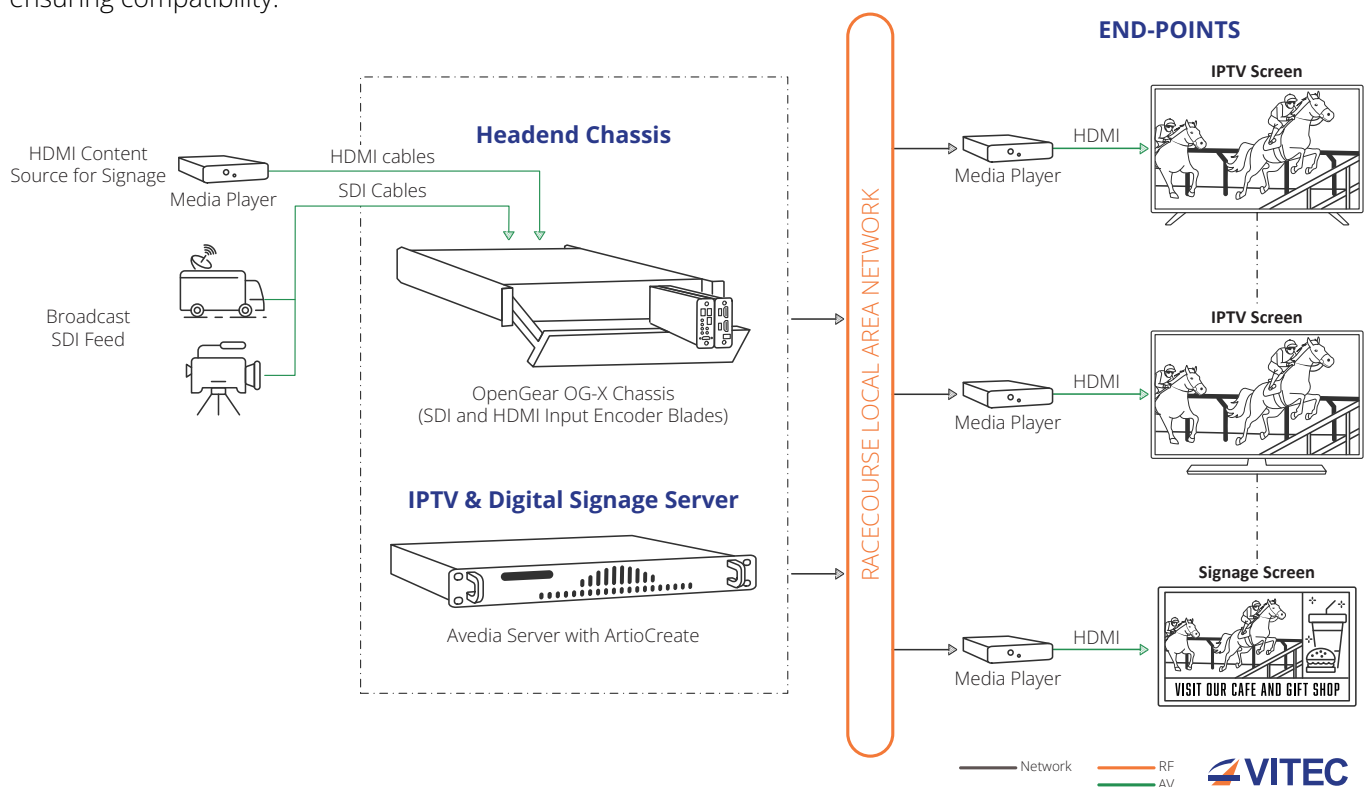




The solution

VITEC deployed its award-winning IPTV & Digital Signage Platform, tailored to Meydan's demanding requirements. The solution featured MGW Diamond encoders, which deliver sub-second latency using advanced HEVC (H.265) and H.264 compression, ensuring real-time, broadcast-quality video throughout the venue. SDI feeds are encoded from professional broadcast cameras used around the track. Over 600 VITEC 4K Digital Signage Players were installed, providing silent, fanless, hardware-based end-points for seamless 4K playback and dynamic signage overlays.

The VITEC platform enabled zone-based content distribution, real-time monitoring, and role-based access control, all managed from a single web-based dashboard. The integrated CMS allows for scheduled promotional content, sponsor ads, event schedules, safety messages, and emergency overrides. Multicast streaming and VLAN segmentation ensured efficient bandwidth usage and reliable content delivery without impacting other venue operations. VITEC also conducted a thorough site assessment to integrate with Meydan's existing infrastructure, minimizing disruption and ensuring compatibility.



The result

The transformation has been significant. Guests now enjoy immersive, real-time race coverage and engaging digital signage throughout the venue. VIP suites, restaurants, and public areas benefit from high-quality, synchronized content. Sponsors report improved visibility and audience interaction, with the ability to deliver animated, interactive, and time-sensitive content at key moments. This centralized management has streamlined workflows and improved reliability, while real-time diagnostics allow technical staff to quickly resolve issues. Since deployment, Meydan has seen improvements to its metrics since the system went live, including increased screen uptime, reduced latency complaints, higher sponsor engagement, operational time savings, and enhanced guest satisfaction.



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Our vision at Meydan has always been to set the standard for world-class sporting and entertainment experiences. Partnering with VITEC has enabled us to deliver live content and information to every corner of the venue, ensuring that every guest, whether in a private suite or the grandstand, enjoys an unforgettable race day.

Ahmad Bsar, Business Development Manager, VITEC

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Industry Leading Video Innovation

VITEC is a market-leading provider of IPTV, Video Streaming and Digital Signage Solutions that help organisations harness the power of video to engage, empower and evolve. VITEC is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP. Our end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, VITEC has global expertise in delivering complex, proAV solutions.

VITEC's award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving, and video wall processing. Our encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Headquartered in Paris, France, we have a global reach through our offices across the Americas, Europe, Middle East, Africa and Asia Pacific.

Making a difference with green initiatives, VITEC is the first Zero Carbon MPEG company and encourages customers to 'buy GreenPEG' for continued environmental efforts to reduce greenhouse gases.