



BROADCAST MANAGEMENT GROUP DEPLOYS JVC FOR SPORTS

JVC PTZ Cameras and Advanced Camera Remote Controllers Provide the Global Video Production Company With Versatility and the Perfect Cost-to-quality Balance

NEW YORK, DECEMBER 5, 2023 — With offices in each of the top five major cities, **Broadcast Management Group (BMG)** has spent nearly two decades helping clients across the globe achieve their production goals. The company manages various projects, from large-scale, multi-camera productions to engineering technical facilities and launching OTT networks from the ground up. Looking to add additional equipment to its inventory, BMG wanted PTZ cameras that were versatile, cost-effective and had the video quality necessary for live broadcast.

For BMG Founder and CEO Todd Mason, [JVC Professional Video](#) hits all the marks. “Our account rep at JVC was very effective at communicating the value of the brand’s PTZ cameras and offered to come out to BMG’s Cloud Control Production Center™ in Las Vegas for a demonstration,” he says. “We all walked out convinced that JVC was our best option.”

Shortly after, Mason and his team purchased a variety of JVC’s [KY-PZ510BU Ultra-Wide-Angle](#), [KY-PZ200BU Streaming](#) and [KY-PZ100BU PTZ Cameras](#), as well as the [RM-LP100U](#) and [RM-LP5G Remote Camera Controllers](#). Since then, the video production company has deployed several of these solutions to produce live sporting events for various clients.

The company often places JVC PTZs in the announcer booths as commentator cameras throughout the games, which are broadcasted live to major networks like ESPN and CBS. To do so, BMG depends on a remote production workflow or a traditional truck-on-site model with trucks deployed from BMG’s East Coast and West Coast hubs. With this, one favorite feature of the PTZs is the ability for the cameras to be operated remotely. “While we usually need to have six to 10 manned cameras covering the actual game itself, for the commentators we can use two or three PTZs with a remote operator, which is extremely helpful,” adds Mason.



ESPN broadcasters James Westling and Leger Douzable using JVC’s KY-PZ100BU PTZ Camera for the East Carolina University at Florida Atlantic University football game.

(more)

He also praises the cameras' advanced streaming capabilities. "With all our other cameras, the feeds are coming through encoders back to BMG's Cloud Control Center, and those encoders are very expensive," says Mason. "Our shows keep getting bigger and bigger, which means increasingly more encoders and decoders are needed. Having SRT directly out of the PTZ camera is just another big way to cut costs. It essentially frees up channels and saves us from tying up primary encoders."

As for controllers, BMG has traditionally relied on two larger, traditional JVC RM-LP100Us and recently expanded to using the new JVC RM-LP5G Compact Joystick Controller as well. "We first saw that controller at NAB and thought it was smart. We realized how cost-effective it was for us and now have it," Mason adds. Mason feels that the versatility of JVC's solutions sets them apart from the rest. "With such a wide variety of models, clients have many options and that's essential."

For more information, visit JVC's website at jvc.com/usa/pro/professional-video/ or contact us at: <https://secure.jvc.com/pro/forms/contactus.jsp> or (866) 582-8723.

ABOUT BROADCAST MANAGEMENT GROUP

Broadcast Management Group, founded in 2005, is a full-service global broadcast media company that provides managed services to networks, studios, agencies, and corporations. The company produces more than 2,500 live broadcasts annually, including large-scale news, sports, music, and entertainment productions. BMG offers broadcast and event technology, such as mobile units, staging, lighting, and sound equipment from its East Coast and West Coast hubs. The company has offices in Los Angeles, Chicago, New York City, and Washington, D.C.

ABOUT JVC PROFESSIONAL VIDEO

Headquartered in Wayne, New Jersey, JVC Professional Video is a division of JVCKENWOOD USA Corporation, a wholly owned subsidiary of JVCKENWOOD Corporation. The company is a leading manufacturer and distributor of broadcast and professional video equipment, as well as D-ILA front projection systems.

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