

Case Study

J SPORTS Corporation achieves network simplification and significant cost reduction by implementing Colt Dedicated Cloud Access



Customer name

J SPORTS
CORPORATION

Website

<https://www.jsports.co.jp/>

Industry

Broadcasting, streaming
servicess

Challenges

- Low-latency, high-quality connectivity to AWS
- High cost-efficiency
- 24/7 operational and maintenance support

Colt Solution

- Colt Dedicated Cloud Access for AWS
- Colt Managed Router

Colt Dedicated Cloud Access enabled us to consolidate our previously fragmented network into a direct connection to AWS, resulting in significant reductions in both latency and cost. Furthermore, we greatly value the reduced operational burden made possible by entrusting Colt with not only the network infrastructure but also the associated equipment.



Mr. Kazuhiro Sekiguchi
Team Leader
Digital Service Team, On-Demand
Business Dept.

Company Overview

Since its founding in 1996, J SPORTS Corporation ("J SPORTS") has operated under the core philosophy: "We love sports, deliver the truth of sports, and share the excitement of sports with our customers."

As a dedicated sports television network, J SPORTS broadcasts and streams a wide range of domestic and international sports, including baseball, soccer, motorsports, rugby, and road cycling.

Recognized as Japan's largest sports-specialized TV network, J SPORTS is the only broadcaster in the country offering a four-channel multi-programming format. In addition to traditional television broadcasting, the company provides live coverage and streaming through J SPORTS On Demand, a service focused on live programming and real-time distribution. J SPORTS also operates various sports-related businesses, including merchandise sales, timely columns, and news updates.

Among these, J SPORTS On Demand stands out as a flagship service, highly popular for its accessibility across multiple devices such as smartphones, PCs, and tablets.

Challenges

J SPORTS owns multiple broadcasting facilities for its broadcasting and streaming operations. Over the years, the network infrastructure used for transmitting and editing video footage has become increasingly complex. This has led to unnecessary costs from unused lines and network equipment, as well as the risk of delays in identifying issues when failures occur. To address these challenges and reduce both costs and potential points of failure, the company began considering a new configuration: consolidating its broadcasting facilities into a single location and establishing a direct connection to AWS.



Why Colt

“Our ultimate goal is to provide a streaming environment that is completely stress-free for our viewers,” says Mr. Sekiguchi. As part of its network restructuring efforts, J SPORTS evaluated multiple line providers. The deciding factor in choosing Colt Dedicated Cloud Access for AWS (“Colt DCA for AWS”) was its excellent balance of quality and cost performance. By enabling direct, private network connections to AWS, Colt DCA for AWS reduces the need to route through multiple network devices and routers, streamlining the transmission process. “By consolidating our network with Colt DCA for AWS, we were able to build a highly stable, ultra-low latency streaming environment,” Mr. Sekiguchi explains. “Eliminating unnecessary lines and equipment significantly reduced our

operational costs—by nearly half—which was a major improvement.”

Mr. Omata adds that ease of operation and maintenance was another key benefit. “In addition to Colt DCA for AWS, we also implemented Colt Managed Router, which allowed us to entrust not only the network but also the hardware. This greatly reduced our operational burden. Colt’s 24/7 support desk gives us peace of mind, knowing we have reliable assistance whenever needed,” he says with satisfaction.

*Mr. Kojiro Omata
Digital Service
Team,
On-Demand
Business Dept.*



Connectivity overview



Future plans

User viewing habits have undergone a significant transformation, and the demand for streaming services is expected to continue growing. “We are clearly moving away from traditional TV viewing toward a new era where people watch content anytime, anywhere—on smartphones and tablets,” says Mr. Omata.

“We will further zero in on streaming services, with J SPORTS On Demand at the core of our strategy.” In response to these industry shifts, remote production—where video and audio are transmitted from the field, and content is produced directly at remote sites or in the cloud—is rapidly becoming the new standard in broadcasting. This evolution is driving further acceleration in the IP-based and cloud-based transformation of content workflows. “We’re moving away from the traditional studio-centric broadcasting model,” says Mr. Sekiguchi. “Uploading footage directly from event venues or shooting locations to

the cloud, and then editing and distributing entirely in the cloud, is becoming the norm. To make this possible, we need a network that can handle large volumes of data with ultra-low latency and rock-solid stability.” He adds, “We look forward to Colt continuing to support our business with their high-quality, low-latency network infrastructure.”



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