



## Major League Baseball beats rivals with real-time stats

### MAJOR LEAGUE BASEBALL ADVANCED MEDIA, L.P.

#### Business Profile

The interactive media and Internet company of Major League Baseball, managing the official league site, www.MLB.com, and each of the 30 individual Club sites to create the most comprehensive Major League Baseball resource on the Internet

#### Industry

Entertainment & Media: Sports

#### Geographies

Worldwide

#### Deployment Summary

- System integrates 30 ballparks with MLB.com
- Web site receives simultaneous transmissions from as many as 15 games
- MLB rolled out an updated TIBCO network and TIBCO enabled distributed applications painlessly in a compressed timeframe for the start of the 2002 season

#### Benefits

- Provides a unique service and a competitive advantage
- Draws more customers to the e-commerce site
- Simplifies network management and reduces support costs

#### Customer's Implementation Advice

- Try to establish good coordination and knowledge sharing between development and operations teams
- Seek out design and implementation best practices from TIBCO resources early

**"We now have a common environment that allows lightning-fast dissemination of information to give fans a richer experience. We anticipate that the value we offer on MLB.com—thanks, in large part, to TIBCO—will lead to increased revenue for MLB."**

—Joe Choti, CTO, MLB Advanced Media

MLB.com is the premier destination for baseball fans on the Internet. It provides access to online broadcast services, and is a venue for purchasing game tickets, licensed merchandise, and authentic memorabilia. MLB.com offers the broadest, deepest, fastest, and most accurate information about the game available anywhere. This information includes real-time game statistics, standings, and historical content as well as play-by-play action for all games in progress.

Delivering real-time baseball information is a competitive advantage, but it also presented MLB Advanced Media LP (MLBAM), the company that runs MLB.com, with an enormous obstacle. Each of the league's 30 ballparks has a different network setup with different hardware platforms, operating systems, and protocols. Linking each one with a point-to-point connection to MLB.com in New York proved costly, troublesome to manage, and not highly available.

In its search for a business integration solution, MLBAM chose a company with a proven track record. "We wanted a company that lives and breathes integration," says Joe Choti, CTO of MLBAM. "TIBCO Software has been a successful company ever since it originated business

integration. That fact gave us a high comfort level with its products." MLBAM chose TIBCO's business integration solution to collect real-time game statistics from all parks and make them available over the Web in real time via a proprietary application called GameDay.

#### System holds potential for out-of-the-park ROI

Setting up real-time feeds to MLB.com was simple, straightforward, and economical. Although every ballpark has different systems and protocols, the TIBCO solution enables all systems to share data. The MLB.com statistics server receives feeds from clients installed on the laptops of employees who enter play-by-play.

The TIBCO integration solution eliminates the need for multiple custom network interfaces to disparate systems, and it reduces administrative and support costs. "The TIBCO solution has simplified our infrastructure immensely," Choti says. "We now have a common environment that is easy to administer, and we anticipate a quick payback. We feel the TIBCO package can give us a positive return on investment much faster than any other integration solution on the market."

Individual franchises have protected their own network investments because they did not need to alter or abandon applications, reconfigure networks, or retrain administrators.

### **Scalability and reliability score a grand slam**

During the height of baseball season, 15 games can occur simultaneously. MLB.com receives all of the feeds at once, synchronizing the events of each game in real time with stored metadata to give up-to-the-minute views of overall team and player performance. Throughout the season, the TIBCO solution easily processes the messaging workload.

The reliability of the TIBCO platform keeps fans from feeling the frustration of a dropped connection when the bases are loaded in the bottom of the ninth inning. "Using the TIBCO platform, we are sure that the information will get from point A to point B without question," Choti says. "Last season, we needed support people available 24x7 to make sure everything was up and running. This season, we are more confident and relaxed, thanks to the reliability of the TIBCO infrastructure."

### **Fans cheer enriched baseball experience**

By delivering real-time game statistics on the Web, MLB.com offers fans a sporting experience that clearly sets it apart from

other sports sites. Fans can keep tabs on favorite teams and rivals at the same time. The ability to follow all games at once heightens the drama of close pennant races or home-run duels. Through the TIBCO-powered GameDay application, statistics-loving fans get far more than simply scores. Real-time play-by-play details show everything that happens: the hits, the walks, the errors, and the leaping catches at the warning track. While fans follow the games, they can look up player and team statistics and switch between live audio broadcasts.

Based on the TIBCO architecture, MLB.com is now sustaining an estimated 600,000 users per day who view live games via GameDay. The real-time data is distributed to end users within six to ten seconds of the event being recorded at the ballpark, often significantly ahead of both live radio and live television broadcasts.

"Overall, these changes have significantly enhanced our user experience as it relates to all access points for statistics, whether it be GameDay, MLB.com content (statistics, standings, etc.), or the MLB.com suite of multimedia applications," Choti says. "This, in turn, has translated into greatly increased traffic and user satisfaction across the entire site, and is continually driving return traffic back to MLB.com."

## **TECHNOLOGY**

### **Solutions Summary**

The TIBCO ActiveEnterprise™ business integration platform links the MLB.com Web site, ballparks across the country, and third-party networks. The software is deployed on the MLB.com statistics server, and ActiveEnterprise clients are installed on employee laptops at 30 ballparks. The solution provides a reliable conduit that synchronizes the events of each game in real time with metadata stored at MLB.com to give up-to-the-minute visibility of overall team and player performance.

### **About TIBCO Software Inc.**

TIBCO Software Inc. (NASDAQ:TIBX) is the leading independent business integration software company in the world, demonstrated by market share and analyst reports. In addition, TIBCO is a leading enabler of real-time business, helping companies become more cost-effective, more agile, and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to over 2,000 customers around the world and in a wide variety of industries. For more information on TIBCO's proven business integration, business optimization, and enterprise backbone solutions, TIBCO can be reached at 650-846-1000 or on the Web at [www.tibco.com](http://www.tibco.com). TIBCO is headquartered in Palo Alto, CA.



TIBCO Software Inc.  
3303 Hillview Avenue  
Palo Alto, CA 94304  
1-800-420-8450  
Main: 650-846-1000  
Fax: 650-846-1005

TIBCO, the TIBCO logo, The Power of Now, TIBCO Software, and TIBCO ActiveEnterprise are trademarks or registered trademarks of TIBCO Software Inc. in the United States and/or other countries. All other product and company names and marks mentioned in this document are the property of their respective owners and are mentioned for identification purposes only.  
© 2003 TIBCO Software Inc. All rights reserved.

[www.tibco.com](http://www.tibco.com)