



IBC Accelerator Programme 2026

Delta Protocol: Live Media
Reinvented

Imagine the Future

Headline Sponsor:



Innovation Partner:



Associate Sponsors:





#IBCAccelerators2026

CHAMPIONS



PARTICIPANTS





DELTA PROTOCOL

Sandeep Tiku

Group CTO DAZN

About DAZN



Driving the digital transformation of sport on a hyper-personalised, intuitive and interactive platform

200+



Countries

500+



Competitions

35+

Languages

300M

Concurrency

150+k

Live events/year

100%

AI Powered CS

Watch • Chat • Play • Follow • Buy • Bet • News • Scores • Moments • AI discovery • My Clips



DELTA PROTOCOL

The Limitations of Traditional Live-Video workflow

01

Live video has
evolved dramatically

How we transmit
it hasn't

02

Current systems
encode pixels

Not meaning

03

Pipeline is optimized
for visual fidelity

Not contextual
understanding

04

Every moment is
treated equally

Creating significant
redundancy

05

We optimize
compression

Not event
significance



DELTA PROTOCOL

The Shift to Intelligent Video

01

We have reached
a fundamental
inflection point

02

AI enables video to be
understood
semantically

03

Intelligence can now
become part of the
transmission layer

04

Experiences can be
reconstructed from
meaningful change

05

Viewers expect control,
responsiveness and
context

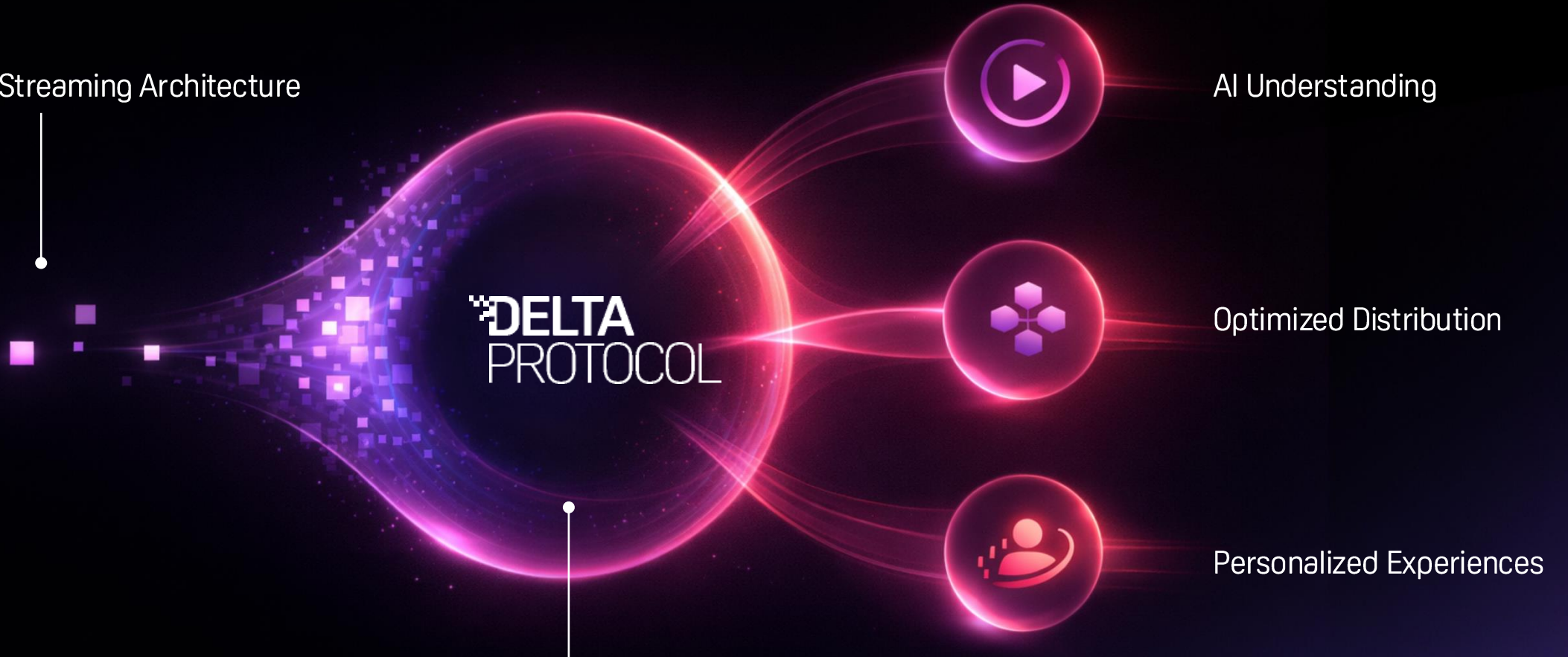
For the first time, we can transmit
what matters - **not every pixel**



Transmitting the future of streaming

#IBCAccelerators2026

Traditional Streaming Architecture



Event Intelligence Transmitted as Delta Updates



DELTA PROTOCOL

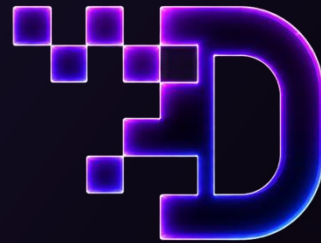
Phase 01-validate



Validate the Delta Protocol concept through the IBC Accelerator Programme



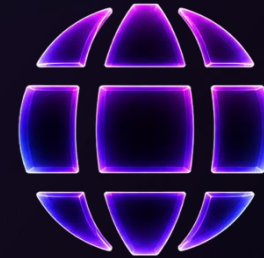
Phase 02-deploy



Develop and deploy an end-to-end implementation across the DAZN ecosystem



Phase 03-scale



Collaborate with industry partners to drive global adoption and deployment



Building Delta Protocol Through Industry Collaboration

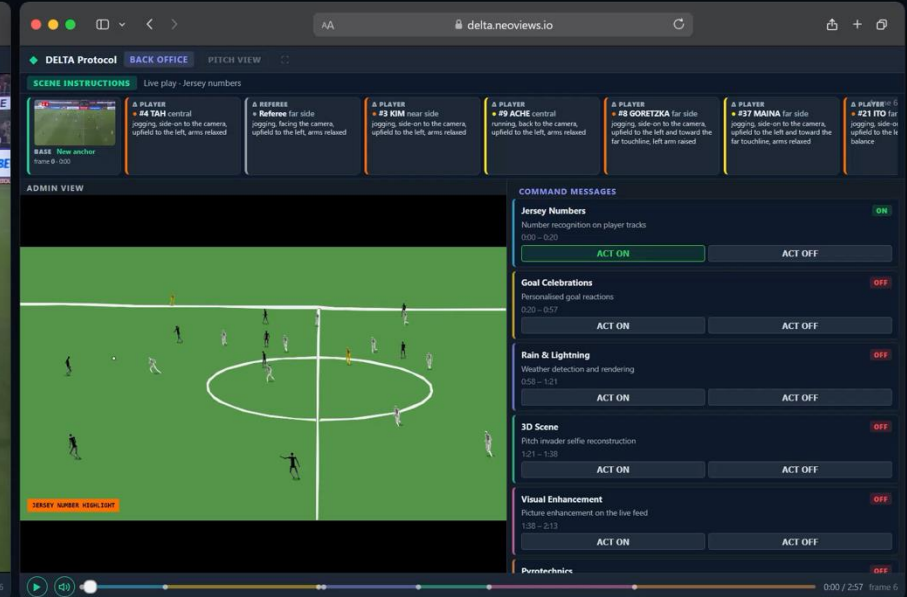
#IBCAccelerators2026



ELUV.IO



DELTA PROTOCOL | SEP 2026





Technical definition

Delta Protocol is a scene-native live media architecture that converts a live event into a verified, time-synchronized **authoritative event state**, transmits only meaningful deltas of that state, and reconstructs a personalized live experience at the destination.

DEPLOYMENT OPTIONS



High-end device



Near-device cloud



Delta TV



Traditional Streaming Transmits Pixels. Delta Protocol Transmits Event Intelligence

#IBCAccelerators2026

TRADITIONAL STREAMING

Live Event

Capture → Encode → Package → Distribute → Decode

Each additional experience typically requires
more production, processing and bandwidth

50 – 60 FPS

DELTA PROTOCOL

Live Event Intelligence

Authoritative Event State → Delta Transmit
→ Reconstruct Experience

One verified event state can power
many personalized experiences

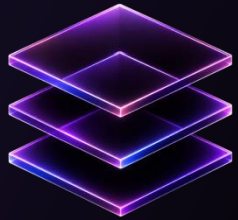
10 to 30 FPS – Scene Adaptive



Delta Protocol: From Live Event to Reconstructed Experience

#IBCAccelerators2026

01



Scene acquisition

Synchronised visual, audio, official-data and production inputs

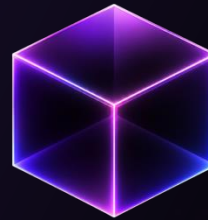
02



Scene intelligence

Identifies entities, movement, relationships, actions and context

03



Authoritative event state

Maintains the trusted, time-aligned representation of the live event

04



Delta transmission

Encodes and transmits only meaningful changes to the event state

05



Experience reconstruction

Combines reconstructed frames and graphics with synchronised audio and personalisation



Scene definition

#IBCAccelerators2026

01 Anchor frame

The background pitch, common view canvas etc.

02 Delta frame

Player, ball, referee + other objects

03 Delta frame swift

Sudden motion or change

04 Scene intelligence

Object identity, position, direction, speed + interaction

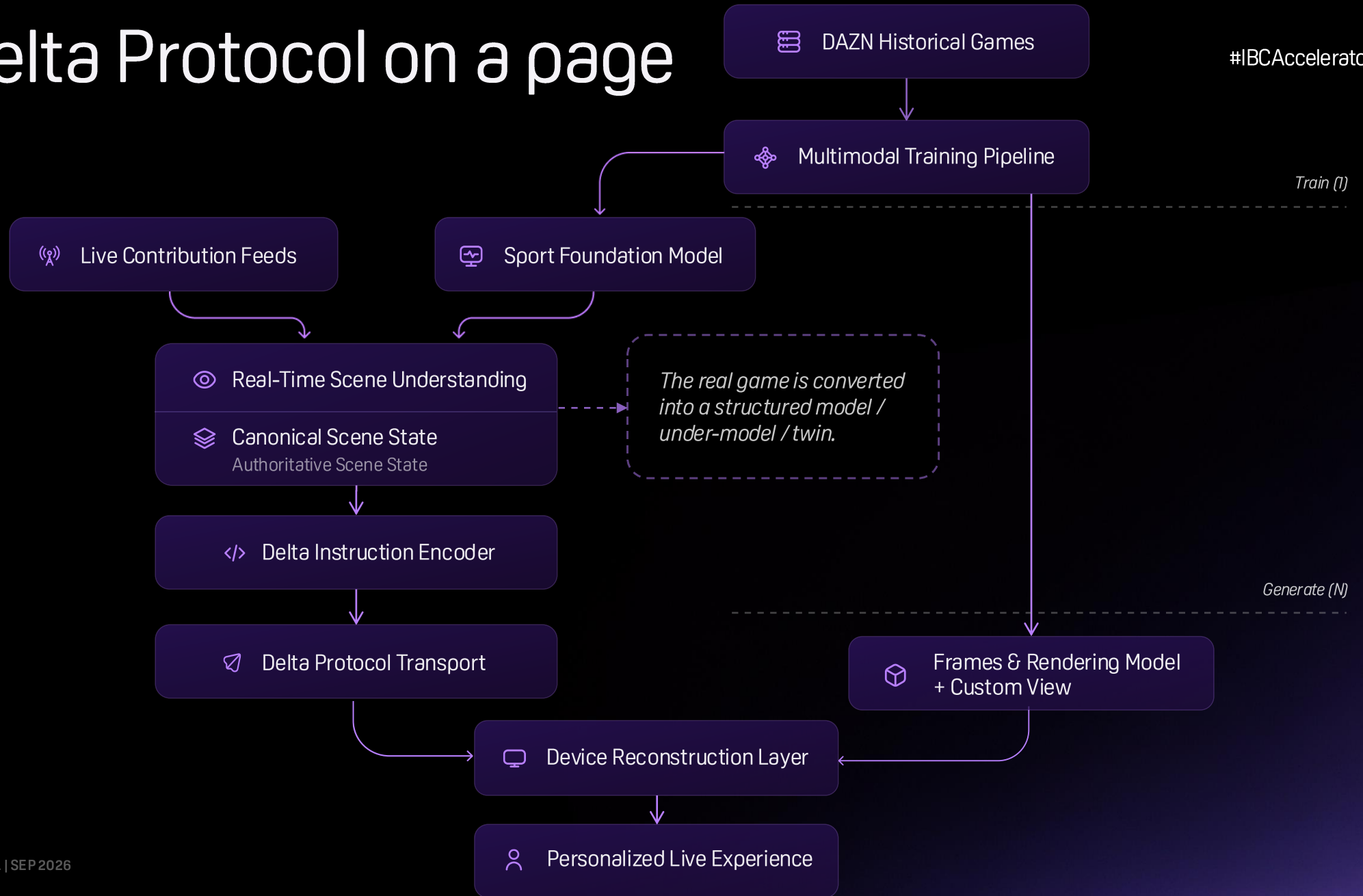
EXAMPLE

```
{  
  "time": 104240,  
  "object_id": "player_17",  
  "type": "player",  
  "position": { "x": 0.62, "y": 0.41 },  
  "movement": { "vx": 0.08, "vy": 0.02 },  
  "team": "home"  
}
```



Delta Protocol on a page

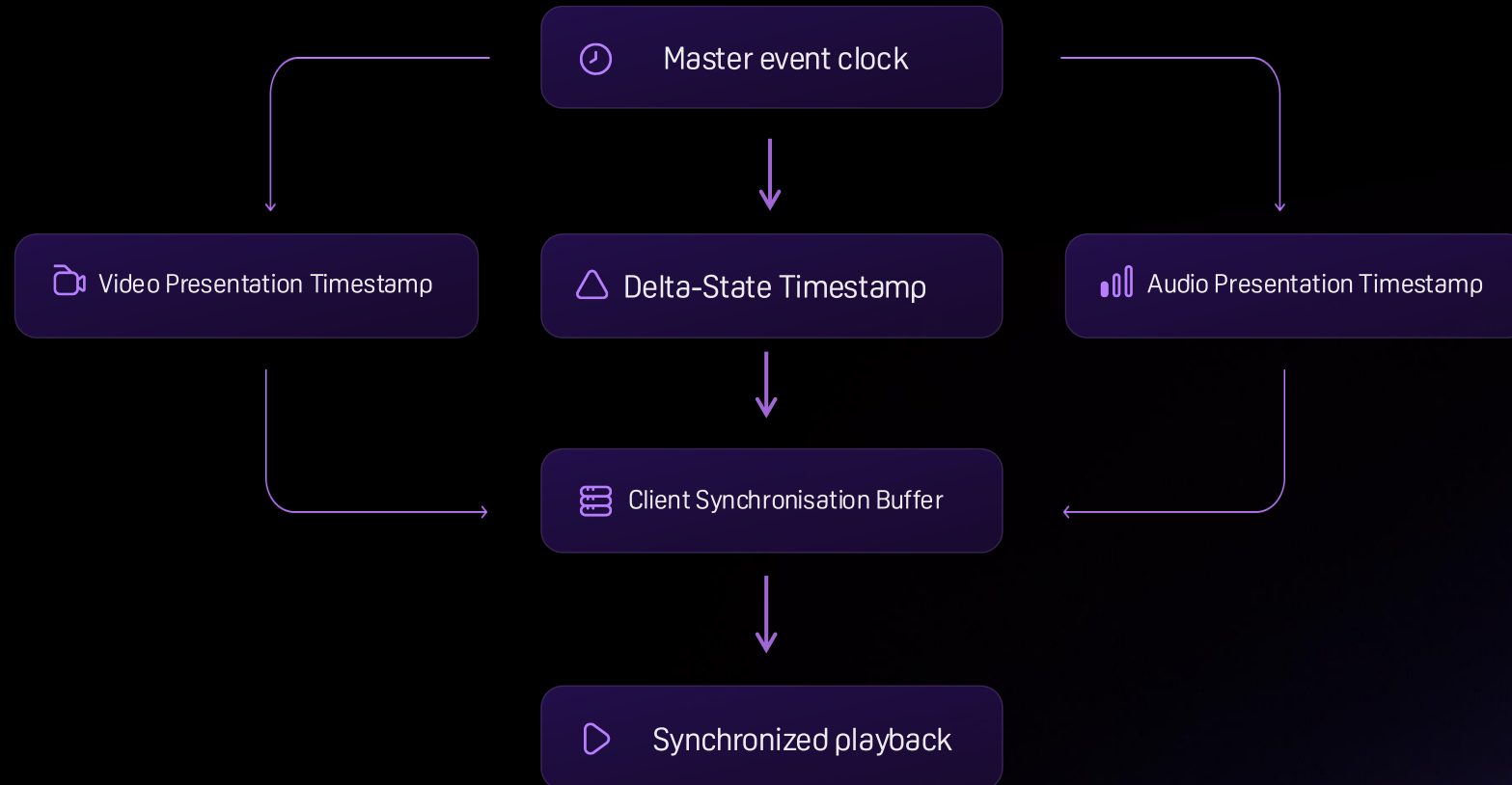
#IBCAccelerators2026





Synchronising Reconstructed Video with Authentic Audio

#IBCAccelerators2026





A Phased Path to Full Experience Reconstruction

#IBCAccelerators2026

PHASE	VIDEO	AUDIO
1 st Enhance	Original video with Delta-driven overlays and selectively reconstructed elements	+ Original commentary and authentic stadium audio
2 nd Reconstruct	Hybrid reconstruction using source anchors, generated layers + virtual cameras	+ Original authentic audio stems with personalised mixing
3 rd Transform	High-fidelity reconstructed experience governed by the Authoritative Event State	+ Authentic ambience with optional generated commentary and spatial audio



DELTA PROTOCOL + Gemini Omni Flash

- ◆ Scene acquisition
- ◆ Scene intelligence
- ◆ Authoritative event state
- ◆ Delta transmission
- ◆ Experience reconstruction
- ◆ Conversational video editing
- ◆ Multimodal input
- ◆ World knowledge and simulation
- ◆ Text and action synchronization

Authentic Gen AI Stream



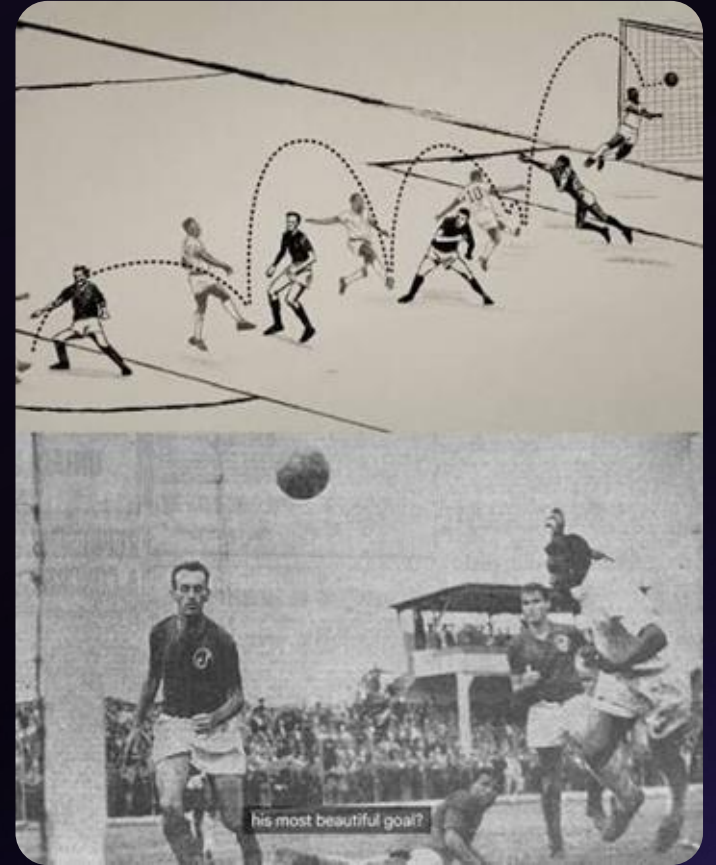
Pelé's Most Beautiful Goal that was **never captured on video**

#IBCAccelerators2026

Rua Javari Stadium, São Paulo • August 2, 1959

The 1959 Football Match

- Match: Santos FC 4–0 CA Juventus
- Player: 18-year-old Pelé (1958 World Cup champion)
- Venue: Estádio Conde Rodolfo Crespi, São Paulo (Rua Javari Stadium)
- Attendance: ~10,000 in a packed neighbourhood ground
- **There were no TV cameras at Rua Javari in 1959**
- Pelé called it the most beautiful goal of his career







#IBCAccelerators2026

**THE MOST
BEAUTIFUL GOAL
NEVER SEEN**

A black and white photograph of a soccer match. In the center, a large, bold, white text 'PELÉ' is overlaid. A small black play button icon is centered over the letter 'E'. The background shows a soccer field with players in motion. A soccer ball is visible in the upper center. A player in a light-colored jersey is in the foreground on the right, and another player in a dark jersey is on the left. A crowd of spectators is visible in the background.

PELÉ

[Click Link to Play Video on YouTube](#)



#IBCAccelerators2026



 **DELTA** PROTOCOL

The Future Isn't Coming.
It's Defined.

