

MainStreaming

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MainStreaming Enhances DAZN Edge Infrastructure to Support DAZN's Global Free-to-View Broadcasting of the FIFA Club World Cup 2025™

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MainStreaming, the award-winning and innovative Edge Video Delivery Network, is proud to announce its collaboration with DAZN, the world's leading sports entertainment platform. MainStreaming supported DAZN with the delivery of the **FIFA Club World Cup 2025™** to a global audience.

Following DAZN's landmark agreement with FIFA to exclusively broadcast all 63 of the tournament's matches live and free worldwide, **MainStreaming further expanded the Private DAZN Edge infrastructure** by deploying new Points of Presence (PoPs) to serve Europe, North America, Central America, South America, Asia and Middle East. These additions complement the existing PoPs in Italy, Spain, and Germany, ensuring seamless, high-quality live streaming for football fans across the globe.

DAZN Edge is a dedicated Private Edge Video Delivery Network developed, deployed and operated by MainStreaming to give DAZN full control over its video distribution. Purpose-built for live sports, this intelligent infrastructure guarantees performance, scalability, and low-latency delivery, especially during peak traffic events. The deployment of new PoPs across key global regions extended the reach and resilience of DAZN's delivery capabilities, ensuring top-tier service for millions of concurrent viewers during the month-long tournament.

The FIFA Club World Cup 2025 featured 32 of the most successful clubs from every continent, which competed in 12 venues across the U.S., starting on 14 June and culminating in the Final on 13 July. Making a top men's international club tournament freely available to every single fan in the world, this groundbreaking partnership between DAZN and FIFA combined DAZN's unique expertise and vision for the future with FIFA's commitment to making football truly global.

"Ensuring a flawless and engaging viewing experience for fans around the world is our priority, and our collaboration with MainStreaming plays a key role in achieving this," said **Vincenzo Roggio, Head of Distribution Engineering at DAZN**. "DAZN Edge was deployed by MainStreaming to meet our specific requirements for a dedicated Private architecture. And now, once again, MainStreaming expanded the infrastructure to meet the new demands of the FIFA Club World Cup, enhancing our ability to deliver high-quality, low latency streaming for one of the most important football events in history. The addition of new Points of Presence in key global locations ensured a superior streaming experience, minimising buffering and maximising the quality of service for millions of concurrent viewers."

Tassilo Raesig, CEO of MainStreaming, said, "We are thrilled to strengthen our partnership with DAZN and support the delivery of the FIFA Club World Cup 2025™ on a global scale. By expanding the DAZN Edge infrastructure, we are ensuring optimal performance, reliability, and the highest quality of experience for millions of football fans worldwide. This expansion is a testament to our commitment to revolutionising live sports streaming by providing scalable, efficient, and sustainable media delivery solutions."

In an era in which live sports streaming is more popular than ever, the demand for uninterrupted, high-quality broadcasts continues to grow. DAZN's partnership with MainStreaming is redefining the industry standard, making top-tier football more accessible than ever. For the tournament, MainStreaming optimised its infrastructure to ensure that fans around the world enjoyed a broadcast-grade live viewing experience. This initiative builds on the partnership between MainStreaming and DAZN as they work together to redefine the future of sports streaming.

About MainStreaming MainStreaming is an Intelligent Media Delivery Company that empowers enterprises, media, and gaming companies to ensure the best Quality of Experience to their audience, providing scalability and full control over the video distribution process.

Its solution improves network efficiency, delivers exceptional reliability, enhances Quality of Service, and provides a tangible financial and environmental ROI.

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About DAZN As a world-leading sports entertainment platform, DAZN streams over 100,000 live events annually and is available in more than 200 markets worldwide.

DAZN is the global home of European football, women's football, boxing and MMA, as well as the NFL internationally. The platform features the biggest sports and leagues from around the world – Bundesliga, Serie A, LALIGA, Formula 1, NBA, Moto GP, and many more, including the FIFA Club World Cup 2025.

DAZN is transforming the way people enjoy sport. With a single, frictionless platform, sports fans can watch, play, buy, and connect. Live and on-demand sports content, anywhere, in any language, on any device – only on DAZN.

DAZN is a global, privately-owned company, founded in 2016, with more than 3,000 employees. For more information on DAZN, our products, people, and performance, visit www.dazngroup.com.

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