

Powering the future of sports media

Texas Athletics and Dell Technologies are redefining the fan experience and shaping the next generation of sports media professionals.

Business needs

As the University of Texas prepared to enter the Southeastern Conference (SEC), it faced a critical inflection point for its broadcast requirements. Its legacy broadcast infrastructure, which had long relied on third-party vendors, was no longer sufficient to meet the demands of modern collegiate athletics. To stay competitive, Texas Athletics needed to bring production in-house, build a scalable and high-performance environment capable of supporting live sports coverage and create a platform that could both elevate the fan experience and serve as a launchpad for student careers in sports media.

Business results



Produced over 140 live events in the first year of Texas Studios.



Generated 330TB of annual content production, supported by 1.7PB of scalable storage.



Enabled real-time collaboration across creative, broadcast and social teams.



Trained and mentored 100+ students, launching careers in sports broadcasting.

Solutions at a glance

- [Dell PowerScale](#)
- [Dell PowerEdge](#)



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A legacy reimagined

At the University of Texas at Austin, tradition is more than a word, it's a way of life. From the thunderous roar of 105,000 fans in Darrell K Royal-Texas Memorial Stadium to the iconic silhouette of the team's live longhorn mascot Bevo charging through smoke, Longhorn pride pulses through every game day. But as the university prepared to enter the Southeastern Conference (SEC), one of the most competitive and visible stages in collegiate athletics, it faced a pivotal challenge for its broadcast program: its broadcast infrastructure was no longer keeping pace with its legacy.

For decades, Texas Athletics had relied on third-party vendors to manage its video board shows and live production. While this model had served its purpose, it left the university trailing behind its peers in terms of innovation, control and quality. "We were in last place among Power 5 schools in terms of live production capabilities," recalls Caten Hyde, senior associate athletics director of creative and video production. "We knew we had to take control of our story."

The move to the SEC wasn't just a change in conference, it was a call to action. Texas Athletics needed to modernize its infrastructure, bring production in-house and build a platform that could support not only elite-level sports coverage but also immersive fan experiences and student education. The solution was bold, creative and deeply rooted in the university's commitment to excellence.

Texas Studios Powered by Dell Technologies

The answer came through Texas Studios Powered by Dell Technologies, a state-of-the-art broadcast and production facility built from the ground up to meet the demands of today and the ambitions of tomorrow. Located within the historic Darrell K Royal-Texas Memorial Stadium, Texas Studios is more than a control room, it's a command center for storytelling, innovation and education.

At the heart of this transformation are Dell's PowerScale and PowerEdge solutions.

PowerScale provides a scalable 1.7PB storage foundation capable of archiving over 330TB of content annually. To put that into perspective, 330TB is equivalent to 82.5 million songs (assuming 4 MB per song), which would take over 470 years to listen to non-stop. Or imagine 82,500 full-length HD movies (at 4 GB each), which would take more than nine years of continuous watching.

"PowerScale is the backbone of our production," says Matt Alvarado, head broadcast engineer. "It's reliable, redundant, and gives us the confidence to handle over 160 events a year."

Meanwhile, PowerEdge R-Series servers power real-time video processing, graphics rendering and multi-view systems. Together, they form the digital foundation of Texas Studios, enabling seamless collaboration across creative, broadcast and social teams. "PowerEdge servers power everything in our control room, from monitor walls and multi-view image systems to graphic machines, delivering real-time stats fans care about most," states Alvarado.

This infrastructure allows Texas Athletics to operate with unmatched speed and efficiency. Game highlights are clipped and shared within minutes of the final whistle. Graphics and replays are delivered in real time. And content is accessible across



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Matt Alvarado
Head Broadcast Engineer, University of Texas Athletics



“Our collaboration with Dell ensures that we deliver industry-leading solutions while preparing students for transformative careers in broadcasting.”

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Caten Hyde

Senior Associate Athletics Director of Creative and Video Production, University of Texas Athletics



departments, whether it's for a live broadcast, a social media post or a recruiting video.

The impact of Texas Studios goes beyond technology. It represents a cultural shift, marking a move from outsourcing to ownership and from fragmentation to integration. “We’re not just producing games,” says Hyde, “we’re producing careers, building a home-field advantage, and telling our story the way it deserves to be told.”

A game day like no other

Game day at the University of Texas is no longer just about what happens on the field. It's about the experience before, during and after the whistle. With Dell's technology, Texas Athletics delivers low-latency, high-resolution replays, real-time stats and immersive visuals that captivate fans in the stadium and around the world.

From Bevo Blvd's pregame festivities to the Dell Stat Stack on the video board, every touchpoint is powered by a unified, high-performance infrastructure. Whether fans watch from the stands or from home, the experience is seamless, engaging and distinctly Longhorn.

“We produce highlights within minutes,” says Alvarado. “That kind of speed changes the game for fan engagement.”

The Longhorn Network app, also powered by Dell's hybrid cloud and storage solutions, extends this experience beyond the stadium. Fans can access exclusive content, including press conferences, behind-the-scenes features, full-game replays, and

athlete profiles, anytime, anywhere. It's not just about watching the game; it's about being part of the narrative. In their first year in the SEC, Texas Athletics won the SEC All-Sports Title and the prestigious Learfield Directors' Cup, a testament to the university's dominance across men's and women's sports. But behind every championship is a team of storytellers, engineers and students working behind the scenes to bring those moments to life.

Setting the standard for sports media education

Perhaps the most powerful aspect of Texas Studios is its role as an educational incubator. In partnership with the Moody College of Communication, Texas Athletics launched a minor in sports production and broadcasting, giving students hands-on experience with industry-grade tools and workflows.

Over 100 students each year are immersed in real-world roles, including technical directing, operating cameras, managing replays and more. Many go on to full-time careers in sports media, carrying the Longhorn legacy into the industry.

“Working with future engineers in a high-tech, hands-on environment is incredibly rewarding,” says Alvarado. “Supporting students is something I deeply value.”

Daniel Dupoux, director of broadcasting and big screens, adds, “Our students often outperform seasoned professionals. That's a huge win for higher education and the industry.”



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We unified operations across our campus using Dell PowerScale and PowerEdge, making workflows faster and delivering engaging, seamless content to fans globally.

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Matt Alvarado
Head Broadcast Engineer,
University of Texas Athletics

This commitment to education is more than a mission, it's a strategy. As the media landscape evolves with AI, NIL (name, image and likeness), and digital content, Texas is preparing the next generation of creators, engineers and innovators. And with Dell's scalable architecture, the university is ready to grow with them.

“Long term, PowerScale doesn't just hold our content, it protects and future-proofs it,” says Alvarado. “The reliability and redundancy built into the system ensure we're covered during every production. It's our backbone.”

Changing the game for broadcast innovation

Today, Texas Athletics sets the standard for collegiate sports broadcasting. With over 160 events produced annually, a unified content ecosystem, and a fan-first mindset, the Longhorns are redefining what's possible on the field, in the control room and in the classroom.

And they're just getting started.

“This collaboration with Dell helps elevate sports broadcasting,” says Hyde. “It solidifies the University of Texas as a leader in athletics, education and innovation.” By combining tradition with modern technology, Texas Athletics is not just honoring its legacy but also redefining the future of collegiate sports.

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