



NEWS RELEASE

Dolby Expands Dolby OptiView Platform with New Capabilities at IBC 2026

2026-09-10

New Sports Intelligence helps providers better understand and deepen fan engagement, as Dolby Vision comes to the platform alongside updates to Dolby OptiView Ads

AMSTERDAM, Sept. 10, 2026 /PRNewswire/ -- **Dolby Laboratories** (NYSE: DLB), a leader in immersive entertainment experiences, today announced major updates to Dolby OptiView, its live sports platform, ahead of IBC 2026. The updates include new AI-powered intelligence to better understand what drives fan engagement, the debut of Dolby Vision on the platform, and greater flexibility for Dolby OptiView Ads.

Dolby OptiView is a platform designed to deliver more engaging live sports experiences. It gives teams, leagues, and streamers a full suite of capabilities to better understand their audiences, create personalized experiences, unlock monetization opportunities, and deliver premium-quality live content that keeps fans watching.

"From rivalries to the underdog stories that turn into epic championship runs, sports are defined by the moments that fans care about most," said Giles Baker, Senior Vice President of Dolby Cloud Solutions, Dolby Laboratories. "As audiences engage with sports in more ways than ever, understanding what resonates with fans has become increasingly important. Dolby OptiView gives our partners the power to deliver live sports experiences that take fan engagement to a new level, building stronger connections and loyalty while creating opportunities to increase revenue."

Introducing Dolby OptiView Sports Intelligence

Dolby OptiView Sports Intelligence is a new capability designed to help providers understand both the unfolding

story of a game and what keeps fans watching. It also provides the tools to use this information to create highlights, catch-ups, and personalized experiences. Powered by AI models developed by Dolby, Dolby OptiView Sports Intelligence uses real-time game data and viewer data to build a minute-by-minute understanding of the game and what engages each viewer. This helps providers identify what audiences find most compelling as the action unfolds live, and anticipate when interest may begin to decline.

Providers can use these insights and tools to build highly personalized experiences that adapt automatically, keeping fans watching without requiring them to customize their own viewing experience. For data-driven fans, that could mean displaying compelling stats relevant to them when the action slows and interest may begin to decline. For fantasy fans following multiple teams, it could mean anticipating when to transition into and out of multiview so they can follow consequential moments across multiple games. For newer audiences, it could mean surfacing untold stories around locker-room dynamics, personal rivalries, and off-field developments that draw them deeper into the sport.

Dolby Vision Now Available Through Dolby OptiView

Dolby Vision is now available through Dolby OptiView for the first time, bringing stunning brightness, contrast, color, and detail to live sports. Whether it's the intensity of a game-winning drive, the atmosphere of a packed stadium, or the moments that might otherwise go unnoticed, Dolby Vision helps fans experience every moment with greater clarity and realism. The Seattle Seahawks are the first team to introduce Dolby OptiView with Dolby Vision, bringing exclusive live programming and preseason coverage directly to fans through the official Seahawks app and **Seahawks.com**.

"We are continually looking for new ways to enhance our digital offerings for fans and are excited to be the first NFL team to integrate Dolby OptiView," said Kenton Olson, Seahawks Vice President of Digital & Emerging Media.

"Partnering with an industry-leader like Dolby will allow us to bring the 12s closer to the game than ever before through richer visuals, lower latency and a more immersive streaming experience within both our mobile app and website."

Greater Flexibility with Dolby OptiView Ads

Dolby is expanding Dolby OptiView Ads beyond the Dolby OptiView Player, enabling support for additional video players. As the first certified server-guided ad insertion solution verified within the Google ecosystem, Dolby OptiView Ads helps publishers maximize monetization while maintaining a high-quality viewing experience. In one deployment with a major sports organization, the solution delivered an average 76% increase in eCPM and an average 132% increase in fill rates. In-stream ad formats help providers make more effective use of their ad inventory while keeping live action visible during ad delivery, reducing disruption for viewers.

"We believe the future of live sports requires greater flexibility for providers and more engaging experiences for fans," said Lemu Coker, CTV Ecosystem Partnerships Manager, Google. "We share Dolby's vision for more personalized sports experiences, and our collaboration brings together complementary technologies that can help publishers unlock new monetization opportunities while delivering the high-quality viewing experiences audiences expect."

Experience Dolby OptiView at IBC 2026

Visitors to IBC 2026 are invited to join Dolby in Amsterdam from September 11 to 14 to explore Dolby OptiView and experience these latest capabilities. Visit Dolby in Hall 5, Stand F86.

About Dolby:

Dolby Laboratories (NYSE: **DLB**) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like **Dolby Atmos**, **Dolby Vision**, **Dolby Cinema**, and **Dolby OptiView**.

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