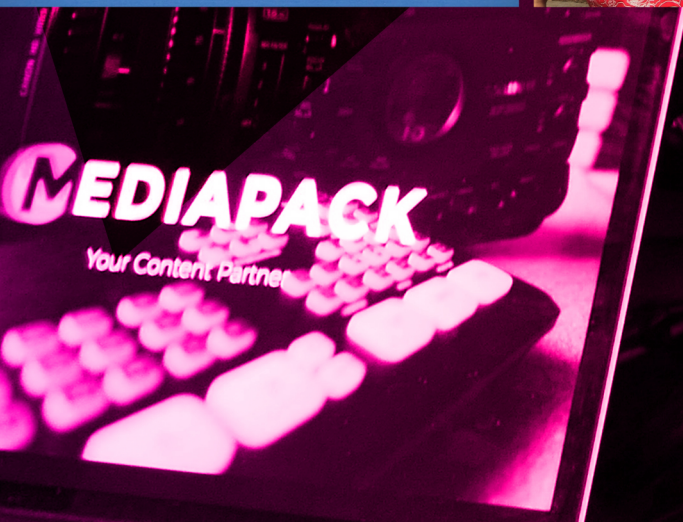


THE **MEDIAPACK** GUIDE TO

# LIVE STREAMING FOR SPORT

How our **Live Streaming Production Service** can help your sport grow its audience, raise its profile & monetise its competition assets.



**DRIVE YOUR LIVE!**

with **MEDIAPACK**



## Mediapack Streaming Production - Drive Your Live!

Mediapack's Streaming Production Service empowers sports to grow and build viable revenue streams through live competition coverage or other associated entertainment shows. It's just like having TV coverage of your sport, except that you're in complete control and have the freedom to shape your output exactly the way you want.

Live Streaming is nothing new but its potential has yet to be fully realised by many sports. We bring full-HD professional broadcast cameras into play and we can mix them live with pre-produced components such as video, photographs, PowerPoint or graphics. We give you a TV style production capability, to deliver live coverage of competitions or other related high value content.

We empower sports not only to generate live coverage of established competition fixtures but also to create completely new competition variants, designed specifically for a streaming audience, giving viewers a greatly enhanced experience that can attract new supporters and build a strong following.



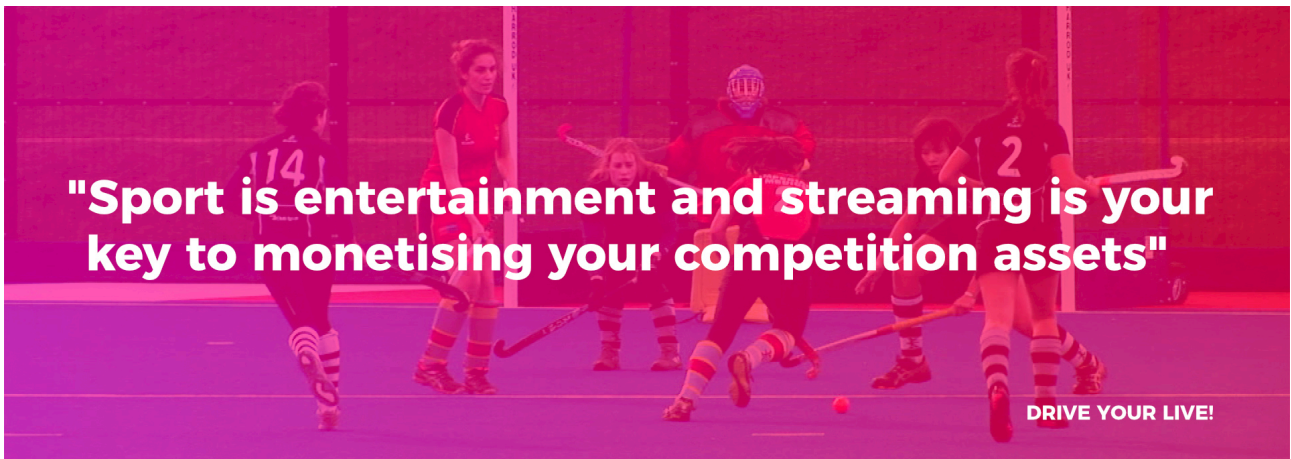
### Key Features

- Cover existing competitions or **create 'made for streaming' variants**
- Multiple **full-HD professional broadcast cameras**
- Use **'on screen' presenters** to host the show
- Use **additional 'off screen' commentators** (audio only)
- Use **video clips, 'stings' & title sequences** within the broadcast
- Include commercial\* **advertising or sponsor content** to build revenue
- Use **Powerpoint/Keynote** presentation slides for stats or other content
- Use **photographs** & pre-prepared graphics overlays
- Use **picture in picture** to give two camera shots at once
- **Multi-task cameras** - cover the action & feature presenters with a single camera
- **'ISO' Record each camera's image** individually for highlights packages or other uses
- Hardware encoded stream to **YouTube, Facebook, Twitch & Restream**
- 'Webcam' signal output to platforms like **Zoom, Teams, Skype or Google Meet**

**Track Cycling** - easily covered with a fairly standard configuration.

\*Commercial components will require a distribution platform that permits commercial or 'paid for' activity. It may not be possible to stream commercially funded content through a normal social media account.





## Commercial Potential

**Perhaps the most powerful aspect of Mediapack's Streaming Production Service is that, with the right distribution platform, it gives sports the opportunity to generate income from the stream.**

Firstly, the production quality means that the content being broadcast is high value, opening up scope to stream fixtures on a pay to view basis. Alternatively, if it's more desirable to build an audience to support the sport's participation growth and a free to air model is preferred, the stream can still present income opportunities, even if simply to cover production costs.

Video adverts can be mixed in live during pauses in the action. Sponsor messages can be inserted at key points during the broadcast, presenters can even profile sponsor products or services on camera and graphics can include sponsor branding to maximise exposure. The stream is your key to unlocking strong commercial support for your sport because it's harnessing the potential to build a regular loyal audience for your fixtures or content, that can deliver value to sponsors or advertisers.

Unlike other activity or non-live content, live coverage of a match, game or race, even if there are logistical limitations compared to a traditional outside broadcast, can still present an attractive opportunity for sponsors or advertisers. The audience is captive and supporters get a unique value driven experience from the stream, making this a powerful offering.

The technical scope to include commercial elements within the stream is standard with every Mediapack Streaming Production, however commercial exploitation will be dependent on the distribution platform permitting such activity. It is unlikely normal social media accounts will be suitable.

## How it all works

**Our service is all about the production end of the live stream process - the part that makes the most difference to how an audience engages with content.**

We film using full-HD professional broadcast cameras in a 'fixed rig' configuration (fully manned camera configurations can also be arranged) and these shots can then be mixed live with pre-produced elements such as video packages and graphics.

With our starter rig, you have the scope to use up to two anchor presenters and two additional live commentators, giving significant presenting potential. We supply a Director to guide presenters, mix the show and manage the whole production, meaning that presenters can focus solely on presenting.







The actual stream itself can use any platform you like, all we need is a high speed internet connection to cable into. This line should, ideally, be a dedicated line for this purpose, rather than a highly used public line, to prevent interruptions to the stream and ensure a high quality broadcast. If you need to bring in an event comms provider to deliver this connection or extend a hub out from a main internet source in a clubhouse or venue building, we can liaise with them to ensure the specification matches what's needed. A typical household fibre standard line is normally enough, in terms of line speed, although the line does need to be largely free of other traffic. Wifi or mobile is not an option, although 5G will be viable in the future, once fully available.

We can either output a hardware encoded stream to Facebook, YouTube, Twitch or Restream (if you want to simultaneously broadcast on multiple platforms) or we can output the exact same type of feed to any platform or application that accepts a webcam signal, giving you significant flexibility.

We work with you in advance to establish how best to give strong coverage of your sport and we design a show structure and set camera positions that will create the most impact. We can work either with your own existing pre-produced content or we can produce material for you if you need it (via our Production Toolkit). Of course if you simply want to upscale filming of a competition using a higher standard of camera that's fine - you don't have to use pre-produced content or presenters if you don't want to.

## Logistics

**For a standard configuration using our base rig (three cameras), we can place cameras up to ten metres from our production position and this position then needs to be no further than ten metres from the internet hub supplied (to minimise lag).**

This basic configuration gives excellent coverage for pitch or track and field sports, as well as being ideal for indoor competitions or activities.

For sports with a broader field of play or larger track area, additional equipment and crew may be needed in order adequately to cover all the action, however it is possible to cover larger areas using longer lenses, so much depends on the overall event specification





## Logistics Cont'd

Live Streaming is, on the whole, simpler and cheaper than a traditional outside broadcast solution and this does mean that there are some limitations on what is possible. The technologies are different and so too is the scope in relation to production configuration.

A high quality streaming production is still a very effective and cost efficient alternative to a traditional TV broadcast though and streaming can also make a significant contribution to opening up or expanding coverage of the sport as a whole and be a positive step towards greater awareness and participation.

For large or flagship events, where there is a need for a more enhanced production capability, perhaps to cover a wide track area or to include more specialist filming techniques, we can incorporate a production sub-mix using a dedicated OB crew, enabling practically any scale of production to be accommodated.



## Post Production - Optional

**Cameras have the capability to record their own image and audio, meaning that after the stream is over, there can be original full source-quality camera feeds to use for editing a highlights package or to give footage for alternative uses at a later date.**

If the stream is being hardware encoded before transmitting either to YouTube, Facebook, Twitch or Restream, we can also record the live mix 'pre-stream', to give near instant availability of a recording of the actual live broadcast, at a higher quality than recording the stream on the transmission platform. This can be useful if the live transmission is limited to one platform and you wish to release the recording straight afterwards on other platforms.

If the stream is fed to a different platform or uses webcam functionality, then we are only able to record each camera individually, which would mean that a recorded version of the fixture would only be available once it has been compiled from the individual camera feeds, usually a day or so later.

Post Production and processing of any recordings of the stream are optional extra services that carry additional cost.



## Summary

**The Mediapack Streaming Production Service opens up the world of professionally produced TV style live streams to sports of all sizes, giving scope not only to grow support but actually to generate revenue from transmitting coverage of competitions and other high value activity.**

It's a completely scalable service that can adapt to fit any requirement, from a small indoor event to an arena sized championship. It makes the regular live streaming of competitions viable and sustainable for the long term because the production configuration can grow as your competitions grow, with stand out production values from day one.

Streaming is a game changer. It can either provide an outlet for existing competitions or it can provide scope to create competition variants designed specifically to entertain an online audience, broadening the sport's reach and appeal and enabling valuable commercial interest to be stimulated.

Our Streaming Production Service can start from as little as £450 (introductory rate) + costs and VAT. Why not get in touch for a no-commitment conversation about how Mediapack's Live Stream Production service could help your sport grow and thrive.

**For more information visit our website or find us on any of our social channels and drop us a message.**

## DRIVE YOUR LIVE!

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