



COMPLETE SPORTS LEAGUE WEBCASTING SOLUTIONS

- INSINC's Sports League Streaming Services enables your league to share its content with online viewers easily and efficiently. Using the power of the Internet, we provide effective, world-wide distribution of your league's content with the simple click of a mouse.

INSINC offers complete end-to-end solutions – including audio/video capture, media management, media publishing, pay-per-view, and world-wide content delivery.

INSINC's Sports League Streaming Services allows your league to:

- ✓ Web-cast games from team venues both on a live and on-demand basis.
- ✓ Deliver your content to a global audience through a customized Windows Media Player.
- ✓ Organize video content into easily accessible segments using our Video Asset Management solution.
- ✓ Access sophisticated features such as real-time indexing, closed captioning, and dynamic publishing interfaces.
- ✓ Add a pay-per-view component and generate online value-added online revenues

Sports League Streaming Services Components

There are five modules in INSINC's Sports League Streaming Services that allow your sports league to capture, manage, publish and control access to your content:

- *Media Capture*
- *Video Asset Management*
- *Publishing*
- *e-Commerce*
- *Content Delivery*

These modules form a turn-key streaming solution, reducing time to market and allowing your league to deliver live content to an online audience in a quick and efficient manner.



Media Capture

INSINC provides each team venue with a state of the video/audio encoding system. INSINC has developed some innovative cost/revenue sharing programs to help leagues amortize the costs of encoders. INSINC delivers the event's content directly to our fully equipped broadcast operations center in Burnaby, BC. Our trained team monitors and manages the incoming feeds and the outgoing encoded streams on a 24/7 basis.

To address the challenges associated with broadcasting scores of events simultaneously from multiple venues, INSINC provides league/team administrators with proprietary software tools - the Encoder Provisioning System (EPS) to automate the media capture processes. EPS allows administrators to schedule their own live encoding sessions using the easy-to-use web-based system. Customers can easily monitor future scheduled events. Once events are scheduled, the EPS assumes all scheduling functionality automatically triggering the encoders at predetermined intervals.

Video Asset Management

Video Asset Management is the storage and manipulation of the video data, captured from live events or uploaded to the database. The video data is stored on INSINC's servers so your sports league does not need to add any IT storage infrastructure. League/team administrators can access the proprietary video management tools via the web to control how the data is stored and enhanced.

For example, indexing or chaptering points can be inserted by users to make the media more accessible (similar to DVD chaptering) in real time or edited later. Indexing for example, would allow a hockey scout to track and archive individual player performances for post-game viewing and analysis. Video clips and PowerPoint presentations can be uploaded and synchronized with the video stream. Because INSINC has created an intuitive, simple interface for its video management tools video content can be reviewed, edited and managed by non-technical support staff.

Publishing

Publishing refers to the way in which videos are shown on the Internet. INSINC creates a Custom Player (viewing window) for each team in your league that incorporates the current marketing brands of your member clubs, including all team-related website design. Custom Players can include corporate branding and closed captioning, and support ad banners creating an opportunity for teams and the league to generate advertising revenue and corporate sponsorship from these added-value media platforms. Online reports allow league/team administrators to track viewing stats and data in real-time.

e-Commere

INSINC offers its Sports League Streaming Services with integrated pay-per-view functionality and real-time e-commerce transaction processing. Viewers can buy packages on an a la carte, per game basis or via season or monthly subscription packages in either US or Canadian currencies.

Content Delivery

INSINC delivers your team's content to audiences around the world through its access network comprising over 15,000 servers in 66 countries. If territorial concerns are an issue, INSINC has developed a proprietary geo-targeting solution that allows your sports team to restrict viewing to well-defined geographical areas based on the IP address of the user.