



COMPLETE SPORTS TEAM WEBCASTING SOLUTIONS

- INSINC's Sports Team Streaming Services enables you to share your team's live audio play-by-play and video content with an online audience and provides your Team with the ability to store, manage, and enhance video files easily and efficiently.

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

INSINC's Sports Team Streaming Services allows your team to:

- ✓ Webcast audio live game day play-by-play from team venues.
- ✓ Deliver your play-by-play to a global listening audience through a Windows Media Player.
- ✓ Organize video content into easily accessible segments using our Video Asset Management solution, featuring real time indexing and publishing interfaces.
- ✓ Upload video content to the editing suite simply and easily from any Windows Media File. (requires encoder)

Sports Team Streaming Services Components

The four main components of INSINC's Sports Team Streaming Services are:

- *Media Capture (Audio Only)*
- *Video Asset Management*
- *Publishing*
- *Content Delivery*

Combining these components empowers your sports team to extend its brand well beyond your team's traditional home market, delivering a rich media experience to online audiences worldwide.



Media Capture (Audio Only)

INSINC provides sports teams with two ways to capture their play-by play audio streams:

- Teams dial-in to INSINC's broadcast facilities using a dedicated phone line (teams are responsible for the cost of the line).
- INSINC provides the venue with a state of the art audio encoding system (lease or purchase) to deliver the play by play audio stream directly to INSINC's 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.

Video Asset Management

Video Asset Management is the storage and sorting of the video data uploaded to the database. The video data is stored on INSINC's servers eliminating the need for your club to add any additional IT storage infrastructure. Team officials 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 allows team officials to create a game highlights package for eventual streaming on the team's website. The team administrator creates index points for all the great plays in that particular game, allowing fans access to the archived game highlights. INSINC's interface system has been specifically designed to help team non-technical support staff manage, review and edit all video content in an easy and simple to use manner.

Publishing

Publishing refers to the way in which the game is accessed, in this case, either listened to or viewed on the Internet. Game day play-by-play audio is available via a live feed through a Custom Player window (listening window). Uploaded video content is also available on demand. Custom Players can include corporate branding and closed captioning, and support ad banners creating an opportunity for teams to generate additional advertising revenue and corporate sponsorship from this added-value media platform. Online reports allow team administrators to track viewing and listening stats and data in real-time.

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.