Welcome to the 2018 FRPA Conference!

Learning Objectives

- Participants will learn the logistical and operational requirements needed to support video streaming within their facility or complex
- Participants will learn new opportunities for revenue generation through a successful OTT delivery strategy, specifically online advertising and sponsorship
- Participants will learn an overview of the new innovative and technological practices for streaming (both live and on-demand) used in the parks and recreation industry.

Outline

Part I- Jeff (20 min)

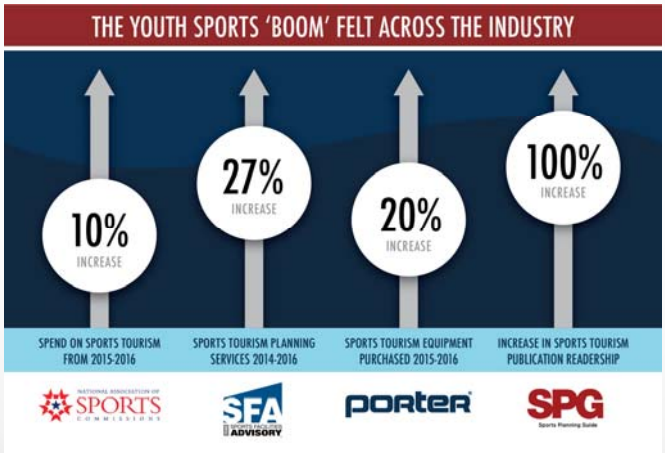
- Tourism industry
- Demands of the Marketplace
- Infrastructure planning needs

Part II- Neil (30 min)

- Technology + Production
- Menu of Services
- Marketing & Reach
- Revenue Opportunities
- Content ownership, management

The Tourism Industry

7B industry | 400 complexes in USA



Seminole County

- 99 different events in FY17/18 (59 at one site)
- 5,500 teams came into the facilities
- 210,000 guests impacted the sites
- Generated 18,000 room nights
- 32M of economic impact

Why do event holders/organizations select your site?

- Location
- Condition of Facility (year built)
- Quality of Event competition
- Costs
- Hotel and Lodging
- Tourism funding

Demands of the Marketplace

- Who is interested in video production/streaming of athletes and game/tournament content?
- What services do these people need?
- What levels of access to online video will they pay for?
- What is free?

Demands of the Marketplace

Who is interested in video production of athletes?

Who?

- Athlete
- Family
- Coaches
- Scouts
- Recruiters
- Sponsors

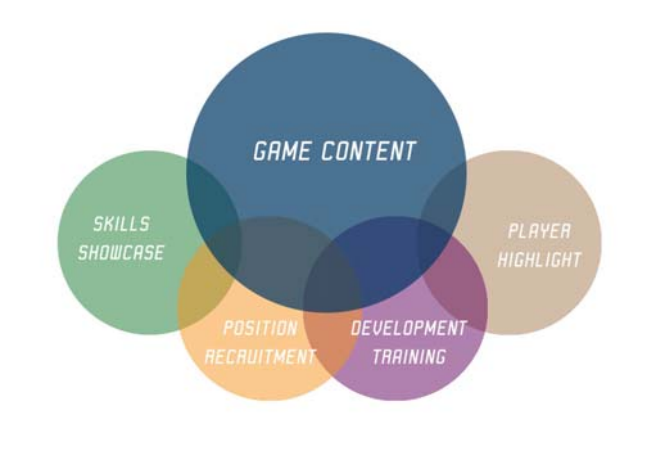
Demands of the Marketplace

What services do these people need?

What services?

- Game video
- Skills showcase highlights
- Position recruitment
- Development video
- Organized storage and access by player/by events

What services?



Demands of the Marketplace

What levels of access to video **will they pay for**?

What will they pay for?

- Live and On-Demand viewing
- Pay-Per-View/Subscription based access
- Membership access to quality events for college coaches, scouts, recruiters
  - Mitigate travel expenses
  - Follow NCAA/NAIA recruiting guidelines

Secondary Revenue Opportunities

- Successful technological delivery
- Advertising strategies with revenue stream
- Accessible and searchable content

Demands of the Marketplace

What is free?

Free-streaming?

- Limited “live” content
- Facility partnership information
- opportunities

Infrastructure Needs

- Cameras mounted (quantity, camera locations, manned vs PTZ vs mounted, towers, high-definition (720/1080))
- Internet Connectivity – Cat5/6 vs Wifi
- Strength of Network - Bandwidth, IT Security coordination
- Staging location & space during events
- Power source, cords, cables, ladders
- Lighting and security

Setup + Strike

- Timing of Production Setup & Strike
  - Integration with tournament schedule
- Logistics of Setup & Strike
  - Expectations of municipality
  - Expectations of production vendor

Complex Setup

ESPN Wide World of Sports (Orlando, Florida)

- 27 Cameras
- 221 distributed games
- Full power usage and setup
- Cable management

FIELDS 10 + 11 + 12 + 13 + 14 + 15

Walt Disney World Resort in Orlando Florida :: ESPN Wide World of Sports Complex

Last Modified:
09 MAY 2017

SETUP: Streaming

1 to 4 Cams Per Field
Live Stream + On-Demand

Cameras:
GoPro Hero5,
PTZ Remote Cams (Future)

Mounts on Fence Posts:
GoPro Claw,
SP Gadget (Velcro Mount)

Power:
USB Extender --> P-Strip
P-Strip --> Power Outlet

* All power and connections will be housed in water-proof containers (SOCKit Box).

Cables:
HDMI --> Decimator (convert)
SDI --> Switch

Video Switchers:
Panasonic AW-HS50

Audio:
Sennnheiser- Crowd Mic(s)
XLR Cables --> Mixing Board

Embedder/Recorder:
KiPro

CONTRL ROOM:
Option A: Central Viewing Tower Option B: Trailer/Tent (w/access to Internet/Network)

☆ Camera
⬡ Control/NOC (Option A)
⬡ Control Room (Option B) Trailer/Tent

DIAMOND 9

ILLUMINATE

FIELDS 21 + 22 + 23 + 24

Walt Disney World Resort in Orlando Florida :: ESPN Wide World of Sports Complex

Last Modified:
09 MAY 2017

SETUP: Streaming

1 Camera Per Field
On-Demand/Archive

Cameras:
GoPro Hero5,

Mounts on Fence Posts:
GoPro Claw,
SP Gadget (Velcro Mount)

Power:
USB Extender --> P-Strip
P-Strip --> Power Outlet

* All power and connections will be housed in water-proof containers (SOCKit Box).

Embedder/Recorder:
SD Cards in Camera

CONTRL ROOM:
Not applicable - archive/on-demand capture only

☆ Camera

DIAMOND 9

ILLUMINATE

FIELDS 4 + 5

Walt Disney World Resort in Orlando Florida :: ESPN Wide World of Sports Complex

Last Modified:
09 MAY 2017

SETUP: Streaming

1 Camera Per Field
On-Demand/Archive

Cameras:
GoPro Hero5,

Mounts on Fence Posts:
GoPro Claw,
SP Gadget (Velcro Mount)

Power:
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* All power and connections will be housed in water-proof containers (SOCKit Box).

Embedder/Recorder:
SD Cards in Camera

CONTRL ROOM:
Not applicable - archive/on-demand capture only

☆ Camera

DIAMOND 9 D9EVENTS.COM

ILLUMINATE

CHAMPIONS STADIUM

Walt Disney World Resort in Orlando Florida :: ESPN Wide World of Sports Complex

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1 to 4 Cams Per Field
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XLR Cables --> Mixing Board

Embedder/Recorder:
KiPro

CONTRL ROOM:
Option A: Complex Control Room (w/camera setup) Option B: Alt. Location for Control Room Setup

☆ Camera

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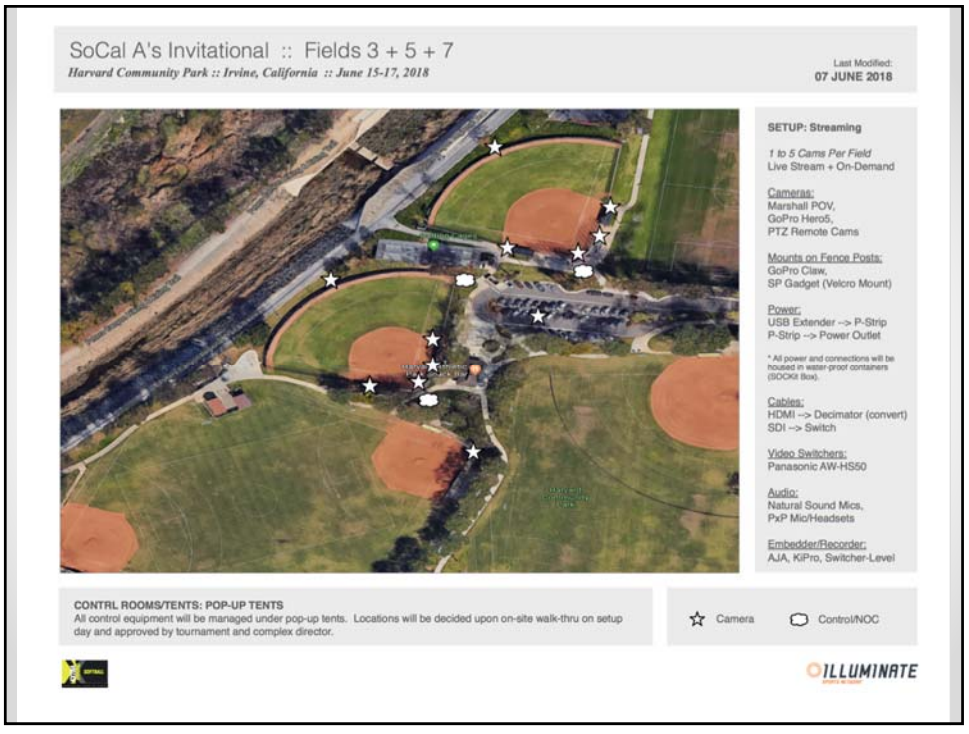
ILLUMINATE

Complex Setup

Harvard Park Community Park (Irvine, California)

- 11 Cameras
- 35 distributed games
- Limited power usage
- Limited camera mounting locations



IT/Network Utilization

- Integration with existing IT infrastructure/network
- Expectations of Network Usage
  - County – provide stable service and support as/when needed
  - Streaming Vendor – "respect" the network and IT usage policies
- What are the security concerns with a live streaming delivery model?
- Location of outbound networking port
- "Last Resort" Option: Bonded cellular connection

"Encourage and facilitate communication between information technology professionals"

-

The Power of Innovation and Technology

The quality of the end-user experience is vital to the overall success model.

- Viewer
- Other revenue contributors (ie. tourism office, advertisers, etc.)

High-definition video delivery through optimized online channels is a driving force of today's internet and online content consumption.

What is the vehicle? CDN (Content Delivery Network)

- What does it do?
- Why it is important?
- Who manages it?

-

Streaming Delivery Options

Single-Field VS Multi-Field Approach

- Decision Factors
  - Scale and overall strategy of the tournament/event
  - Revenue/cost model of tournament owner
  - Strength of internet bandwidth

Single-Camera VS Broadcast Production

- Decision Factors
  - Scale and overall strategy of the tournament/event
  - Revenue/cost model of tournament owner
  - Collegiate versus club/high school

User Experience Options

Free VS "Freemium" VS Pay-Per-View

- Influenced heavily by overall business model of tournament and/or municipality

Live Only or Live + On-Demand

- Decision Factors
  - Opportunities for online viewership
  - Agreement between tournament/municipality and vendor

Content Integration

- Social media
- Video pre-roll advertisements
- Banner advertisements

Free Model

Pros
- Free content generates a larger viewership
- Sponsorship opportunities

Cons
- Increased cost obligation/risk
- Management of increased online audience

"Freemium" Model

Pros
- Live content generates large audience
- On-demand subscription revenue opportunity
- Online sponsorship opportunities

Cons
- Cost obligation/risk
- Management of subscription-based platform

Pay-Per-View Model

Pros

- All content generates PPV revenue

Cons

- Zero opportunities for online advertisement
- Smaller online audience

Promotional Opportunities

The usage of online video delivery breaks through the traditional "brick & mortar" walls of a complex/venue.

Marketing Opportunities

- Online content delivery – brand awareness through global reach
- Supporting content distribution and engagement
- Exponential increase in audience population
- Online sponsorship/advertise opportunities
- Expanded on-site sponsorship opportunities

OTT Distribution

The OTT Model Defined

- What is OTT?
- The impact of the Over-The-Top distribution model
- Future

Reach of OTT

[show OTT stats and infographic]

Benefits to Event Owners

Sport content is delivered on a global scale.

Audience Reach
- Collegiate coaches
- Athlete recruiting services
- "Friends and Family"

Revenue Model Expansion
- Viewer Subscriptions (when applicable)
- Sponsor/Advertiser Opportunities
- Increased awareness/audience yields larger future tournaments/events

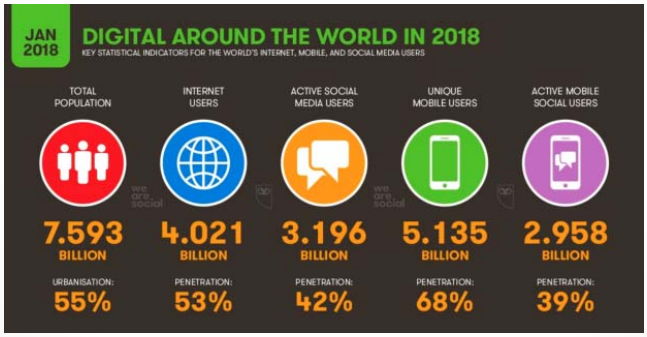
Benefits to the Municipality

A successful online delivery model is heavily influenced by the strength of the relationship between the vendor and county.

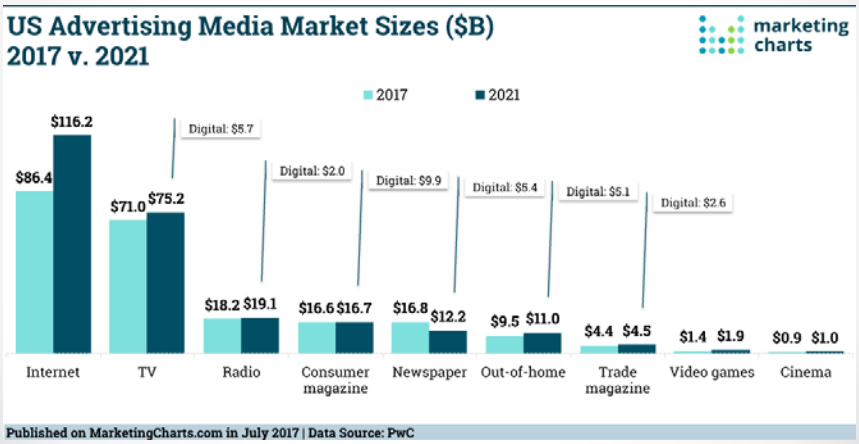
Audience Reach
- Prospective event owners
- Collegiate coaches
- Athlete recruiting services
- "Friends and Family"
- Future families visiting area (tourism revenue)

Revenue Model Expansion
- Online channel
- Sponsor/Advertiser Opportunities
- Increased awareness/audience yields larger future tournaments/events

Revenue Opportunities



Projected Growth Digital/Online Advertising



Legal Exposures

- The importance of a successful business transaction
- Content ownership / Content rights acquisition
- Risk exposures

A Successful Model Includes Three Key Partners

- Complex/Municipality
- Event/tournament owner
- Production and Streaming partner

Embracing Technology

Value driven partner-based relationship

- Promotion and awareness
- Financially – revenue opportunities

Work with the innovative, knowledgeable and experienced

A quality and scalable delivery model is the key element that can drive success!

Get on board now – the boom is here!

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FLORIDA RECREATION & PARK ASSOCIATION

For more information about the Florida Recreation and Park Association visit www.frpa.org.