

# Press Release

19.01.2017

**It can be easy: More reach for video-content in the professional media. How to share large video files with Broadcast- and Mediapartners.**

*Scoopa ist the fast, easy and cost effective solution to deliver videos in broadcast quality.*

Cologne, Germany, 16.01.2017 - Scoopa is a new cloud based platform developed by best boys media lab GmbH & Co. KG. Nowadays not only TV broadcasters produce video content in broadcast quality but also sports leagues and clubs, event organizers and companies as well as political parties and associations.

They provide their content to tv-stations, webbased media and other partners for use. The goal is more reach for your own story and messages: In sports for sponsors and partners, or e.g. Ticket sales as well as merchandising sales. Companies have new products and services and they are facing new tasks in distributing them. For associations and political parties it is about statements and documentation.

Videos for your own social media channels can be encoded to lower resolution (still it needs to be done). Management of these data is not a challenge. With videos in high resolution for professional use the real problems appear: Huge amounts of data, considerable up- and download times and professional software is already needed for viewing only.

With scoopa all these steps are simplified. With an own scoopa platform, everyone can securely store their content on their Internet portal with own design, logo and web address - in the cloud and always available for download. It's a professional appearance also towards the partners. Access is managed by different Permission-Levels. There are full up- and download permissions and even guest accesses with "view only" permission for each file. The distribution is automated by distribution lists. If a folder structure is prepared the whole process does not need any management during uploads. With reports you have control and overview, who has viewed or downloaded files. The "small-scale" preview or web versions of the videos are created by scoopa automatically. You do not need to worry about safe storage. The platform accelerates the data transfer and significantly reduces the upload and download time. Special hardware or software is not required. Computing performance, storage capacity, Internet bandwidth for downloads - all theoretically unlimited scalable.

Anyone who has previously provided video files with FTP servers can use scoopa for a service that is safer, more comfortable and with higher efficiency.

### **best boys media lab GmbH & Co. KG**

Bestboys is a company that develops software solutions for the broadcast and media industry. The founders all come from the field of TV production and know the challenges. The "scoopa" service is the first product of the best boys: a software-as-a-service (SaaS) offer based on the worldwide Amazon AWS network. The service has already been used by well-known broadcasters like the ARD, the sports marketing company Infront Sports & Media AG, as well as at events like the CHIO Aachen, the BMW Berlin Marathon or the BMW Open.  
[www.scoopa.com](http://www.scoopa.com)

For more information please contact:

Rene Alles  
Managing Partner  
best boys media lab GmbH & Co. KG  
Tel: +49 221 – 337 4471  
Email: [rene@scoopa.com](mailto:rene@scoopa.com)  
[www.scoopa.com](http://www.scoopa.com)

[https://twitter.com/your\\_scoopa](https://twitter.com/your_scoopa)  
<https://www.linkedin.com/company/15232791>  
<https://www.xing.com/xbp/pages/best-boys-media-lab-gmbh-co-kg>