

Press Release

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CHIO Aachen extends partnership with scoopa

scoopa delivers TV pictures of the equestrian tournament to broadcasters and digital platforms around the world.

Cologne, Germany, 03.02.2017 - The World Equestrian Festival, CHIO Aachen, is the Mecca of horse sports. For 10 days the best riders, vaulters and drivers of the world as well as their best horses will compete for the CHIO 2017. Every year 350,000 spectators come to Aachen. The public TV stations broadcast live and exclusive more than 25 hours. After the live broadcasts, the ALRV as the organizer provides the video content of the main competitions to other TV stations and media partners such as digital platforms to significantly increase the reach of the tournament. Compilations for news contributions and longer summaries, so-called highlightshows, are produced in different languages for media and TV partners in Germany as well as the whole world in the highest editorial and technical quality. Pictures from CHIO Aachen are to be broadcast in over 140 countries.

These pictures are delivered as video files to the broadcast and media partners. Time is a critical factor for the organizer. Frank Kemperman, Chairman of the Board of Management of ALRV: "News must be up-to-date. The story must be fresh. We have the goal to have the content of an event at the latest 1 hour after the competition with our media partners. When the main news broadcast is over, the pictures usually have no chance of being on-air anymore." A huge challenge is the enormous amount of data. In Aachen, up to 4 different sports take place at the same time and many competitions are held consecutively throughout the day - for 10 days. The ALRV has been using the Internet platform scoopa since the last year for the delivery of the data volumes from 5 to 35 GB per file. All videofiles are sent to the cloud via an Internet connection and are available there for download by the media partners. The platform scoopa ensures that the time for uploading and downloading of the individual files takes only a fraction of the time of other solutions. At the same time, low resolution versions of the videos are automatically created and the partners are notified as soon as new content is provided. The platform was developed by best boys media

lab GmbH & Co. KG. Rene Alles, Managing Partner: "In former days, expensive and inflexible satellite lines were used for such deliveries. Later the video files could be provided on FTP servers. That took a few hours. With higher image resolutions such as HDTV or 4K, the data volumes are growing rapidly. Local servers have neither the computing power nor the Internet bandwidth to handle fast and especially parallel downloads of the same files by the TV partners. With Amazon AWS, we are using a whole world-wide network of data centers to make the content highly available and deliver it around the globe very quickly. And our management interface simplifies the workflows as there is nearly nothing to organize anymore for the onsite team".

"Another advantage is the individualized provision of images, e.g. according to nationalities: Of course, the Chinese, Brazilian, English or Danish TV partner is interested in pictures of his riders. Even though these were not placed within the competition. We can do this with scoopa very quickly, cheaply and comfortably, and often get more broadcast time. This helps us to achieve our goals," says Frank Kemperman, CEO of ALRV.

best boys media lab GmbH & Co. KG

Best boys 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.

<https://scoopa.com/press>

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