

# Keeping up with the times

Released in January 2017, Scoopa has built its business on distributing video content such as highlight shows and news releases to rights holders quicker than ever before. Managing director Rene Alles explains why the company's centralised cloud platform could transform the sports media industry.

// We believe that news needs to be new." Those are the first words of Rene Alles, managing director of Scoopa, as he explains the German cloud technology company's unique capacity to influence the media rights industry.

Scoopa possesses what – on the surface, at least – seems a straightforward plan. It is, in essence, a delivery service for large-file video content; a service provider offering broadcasters a means of accessing and transferring their licensed assets, and a platform for rights holders to create online content archives, secure their footage and, hence, protect their legacies.

However, it is the speed and reliability of Scoopa's service that sets it apart. While content delivery is by no means a novel concept, the platform enables rights holders to download high-resolution, broadcast-quality content in one click. Once signed up to receive a particular set of assets, the technology then automatically notifies all relevant holders by email

Kenya's Eliud Kipchoge breaks the marathon world record



of relevant content without the need to download items repeatedly.

In comparing the technology to Dutch-based computer file transfer service WeTransfer, Alles highlights the crucial difference between the pair. "Once you receive that email with the available download, that is then yours forever," he says. "The big thing with Scoopa to understand is that you are not transferring content and making uploads and downloads on both ends over and over again. You do one upload to our system and just share the content. You can manage the full archive with your smartphone. Also, there is no limitation on the size of any piece of content that comes through. We even have terabyte files on the platform."

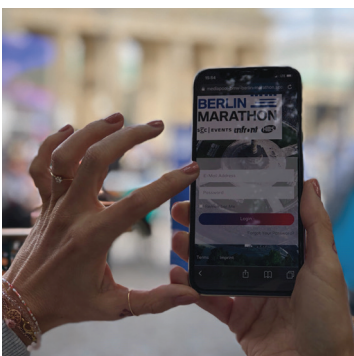
It is this that provides Scoopa's most inimitable of selling points: the ability to merge the downloading of enormous file sizes with a speed that permits almost immediate use for broadcasters, all solely through the use of the

internet. It is, among other things, a rejection of the 'old-school' and the antiquated – a modern-day, rapid-fire alternative to satellite transfers, ftp-servers, mountainous hard drives, and expensive and arduous deliveries of large amounts of data.

The thinking behind Scoopa's business plan comes down to what Alles sees as a need for speed. "Sports organisers and federations have to fight for their airtime to get reached, to get their content on their different platforms," he says. "They have to give their broadcasters and their media partners the content that they require without any hassle and without any complicated workflows as quickly as possible. This is the most complex part of any rights deal."

It is this complexity that Scoopa seeks to mitigate. Alles uses the example of this year's BMW Berlin Marathon to highlight the role that his company is already playing in the almost instantaneous provision of large-file video content.

"Scoopa was in use to bring all



Scoopa's platform in action at this year's BMW Berlin Marathon

the non-live content – nationally and internationally – with highlights to all the broadcasters,” he says.

“Marathon running is a sport where watching it live is nice but, really, most people just want to see the one minute where [Eliud] Kipchoge crosses the finishing line. We had hundreds of broadcasters taking the content minutes after it had happened at the same time.

“If this is done by a regular server, it will burn! You might have a 500 megabyte line in this server, but if you divide that by 100, it suddenly takes hours to take down a five gigabyte file. With Scoopa though, it is unlimited. This is what is possible today. You can go to our website and just click a button to start a platform for just €69.99 per month.

“For example, Eliud Kipchoge crosses the line at the Berlin Marathon on Sunday at 11:11am EST. At 11:14am, on a news website, they had the first content online – just three minutes after the world record had been beaten.”

As Alles is keen to stress, Scoopa is one of many media distribution platforms on the market. However, he says, its capacity to supply high-resolution content directly to a centralised cloud for rights holders to manage is a key differentiator. What’s more, by removing the need for costly software and technical assistance, its product streamlines workflows for a whole host of clients, including Infront, the sports marketing agency that has already signed a deal with the company to use its platform at each of its events.

Crucial to Scoopa’s success so far has been Alles’ own understanding of the broadcast landscape, as well as an appreciation of the fluidity and portable nature of the industry, he says. As a result, the platform ensures that if a client were to lose internet connectivity midway through their file transfer, there is no need to restart the process.

“We recognise your file and recognise the fact that 50 per cent or whatever amount is already uploaded and it takes it on from there so you don’t have to start again,” Alles explains. “This is one of

the key things. For example, if you have an ENG [electronic news-gathering] crew doing interviews for a sports broadcaster, in the past they would have a centralised truck in a compound. Now, you can run into the press room where there tends to be good internet connection and you can use that to begin the upload of the interview.

“Ten minutes later, if it hasn’t already been uploaded to the cloud and someone tells you that you have to jump into the taxi to head to the airport, you have to take out the LAN card cable. You would then come back into Scoopa via LTE. You might have a completely different IP address but you just succeed with the last gigabytes of your upload.

“Crucially, it is all centralised – you are not sending the content into the stadium or to the broadcaster, but to one central cloud.”

Once on the hub, uploaded content is stored there permanently and can then be sent out to clients within seconds at the tick of a box. When that client’s box is ticked, all coverage relevant to the particular rights holder is sent automatically alongside an email to confirm receipt. From there, the coverage is available for the client to download, own and distribute freely to its platforms.

To highlight the benefits of the service, Alles shares the experience of German television broadcaster ARD. “For example,” he says, “the 8pm news might be coming from Hamburg, the high noon magazine show comes from Berlin and the morning magazine show comes from Cologne. The concept is that once the content – an interview with Joachim Loew, let’s say – is up on the cloud, everyone will get an email so that content can go all around the country to the different programmes.”

The speed at which the whole process occurs is what Alles believes will push Scoopa to the forefront of the industry. As the focus on immediacy becomes ever-heightened in sports broadcasting, he says, Scoopa’s service may well prove essential.

“Once the content has been uploaded once onto the cloud, you

don’t need to move the large files any more – they are there, they are stored there,” he states. “If you were to ask me now for a complete high-resolution match from May featuring Alex Zverev to be sent to your email address, I could set up an account in the BMW Open platform and put a tick in the box next to your name and you would receive an email with a copy of the final recording of the Zverev match, with it all ready for download and you are then able to download 200 gigabytes of tennis.”

Scoopa managing director Rene Alles

### Contact details

-

