

2016 USA Wakeboard Collegiate Nationals Live Video Production Dependent on LiveU Portable Transmission



LiveU delivers reliable, high-quality Live video streams and gives online viewers a front row seat to action-packed three-day event

How do you live stream a sporting event hosted in a rural part of the country? For organizers of the 2016 USA Wakeboard Collegiate Nationals, live streaming the event and covering all the action was key. But this was problematic since the competition was planned in Orange Beach, Alabama, a rural location on the shores of the Gulf of Mexico.

"We couldn't get a dedicated internet connection onsite at our event to transmit our production. Then I learned of LiveU's capabilities. With the LiveU portable transmission unit, we didn't have to worry about bandwidth or a wired connection to cover the event," said Bobby Sutherland, Owner of Get Funky Media who handled all of the production services for the live webcast.



USA Collegiate Nationals by the numbers

3 Days

16 Colleges & Universities

(Including Arizona State, LSU, Michigan State, Tennessee, Ole Miss, Oklahoma State, Utah and defending champs, the Florida Gators)

75 individual wakeboarders

The production equipment included three cameras: a wireless handheld camera on the boat, a hard wired camera on the shore and a third camera on the deck overlooking the water. They used a Blackmagic Hyperdeck for replays, along with a Blackmagic ATEM 4K switcher and LiveU portable backpack for transmission. The LiveU

“Everything went great! We had our streams over the three days, which exceeded everyone’s expectations. Without LiveU, we wouldn’t have been able to pull off quality live streaming in these conditions.”

*Bobby Sutherland,
Owner of Get Funky Media*



pack allowed the event production team to transmit the program feed to LiveU’s cloud-based server. The team then used SwitchboardLive, a LiveU partners software platform, to distribute the feed to AllianceWake.com for viewers to enjoy.

“The whole production of the live stream was dependent on LiveU,” noted Sutherland. “Everything tied into the backpack via the 4K switcher.”

“I got so many great responses from the webcast. Every time I sat back and watched it, I was like “This is like ESPN. This is so good,” said Nick McDonald, Event Organizer. “We’ve live streamed our events in the past, but never to this level. The quality and HD stream made it great for spectators who could not be on site to enjoy all of the excitement. We look forward to producing more broadcasts using LiveU technology in the future.”



Results

3 FULL DAYS

OF EVENT COVERAGE

8 HOURS PER DAY

OF UNINTERRUPTED LIVE STREAMING

NEARLY 7,000

VIEWERS WATCHING

