



## **Coaches Cabana Enhances College Football Second Screen Experience with Joint LiveU, AEG Digital Media Solution**

*The two leaders in powering live events will deliver HD video to the world, from anywhere this college football season*

**Los Angeles, CA – (Nov. 21, 2013)** Coaches Cabana, a unique second screen venture created by Barry Switzer featuring former legendary football coaches commentating during college games, will leverage LiveU's video-over-cellular uplink technology and AEG Digital Media's (AEGDM) production capabilities to produce its live shows each weekend.

Paired with a lead broadcaster, each coach's live stream will be from various locations all over the U.S. as they provide unique insight and respond to questions from fans submitted via social media. [LiveU](#) is the leader in broadcast-quality video acquisition solutions and [AEG Digital Media](#) (AEGDM) is the leading provider of live online broadcasting solutions. Together, the joint solution has been deployed for the first time in the newly launched series, Coaches Cabana.

LiveU will power the transport of HD quality video from anywhere, without the need for satellite trucks or hardwired connections by using its satellite-truck-in-a-backpack solution, and its proprietary Xtender enhanced external antennas that offer reliable transmission even in very crowded environments. The Xtender is the only available solution that can communicate with farther away cell towers that are not congested and wirelessly connect to the LiveU backpack at large distances.

AEGDM's virtual transmission center and end-to-end online broadcasting capabilities will ensure viewers all over the globe can tune in. Delivering Coaches Cabana required AEGDM's end-to-end broadcast expertise in order to stream in real time from 14 different locations around the world, while also delivering up to ten live football games to multiple websites.

"Second screen experiences, particularly in live sports, will play a critical role in the future of digital media," Switzer said. "Being able to provide this interactive, complimentary programming required being able to live-stream from anywhere. LiveU and AEGDM together offer an unparalleled know-how in delivering high quality experiences to a global audience."

"When Coaches Cabana selected LiveU to power their transmission, they asked us if we could recommend a knowledgeable and reliable production partner to produce 14 simultaneous shows each week. We immediately called on AEGDM for the project" said Tim Prukop, Head of Sports and New Media at LiveU. "With AEGDM as our partner, LiveU gains end-to-end event production and online broadcasting expertise from a worldwide leader responsible for bringing the largest events to online audiences. The ability to successfully deliver content from anywhere, without



bringing in costly satellite trucks is an emerging need in the market, and only LiveU with AEGDM can deliver this kind of experience.”

“We are excited to partner with LiveU and expand into a new, emerging market,” said Chris Roach, VP of Business Development at AEGDM. “Our expertise in delivering the highest quality digital experiences and the capabilities of our Online Broadcast Center, coupled with LiveU’s cellular uplink solution means we can begin to replace the need for satellite in many situations.”

Coaches Cabana is underway for the 2013-2014 football season. To see the lineup of coaches scheduled to participate or to tune into the program visit [coachescabana.com](http://coachescabana.com).

### **About AEG Digital Media**

AEG Digital Media is the leading provider of complete webcast management, technical media services and video optimization solutions in the digital media industry. AEG Digital Media is regarded as the definitive turnkey service provider in the market today with a 12-year track record of empowering and enabling the defining moments in Internet broadcasting and live streaming media. Based in Los Angeles, AEG Digital Media maintains the industry’s leading technologies and broadcast operation centers to enable seamless, broadcast-quality live events and TV Everywhere services. To learn more visit [AEGDigitalMedia.com](http://AEGDigitalMedia.com).

### **About LiveU**

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU’s solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, Japanese Tsunami, GRAMMY Awards and Super Bowl. From backpacks to smartphones, LiveU offers a complete range of devices for live video coverage. LiveU’s solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum video quality based on the available network conditions.

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