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**The American Athletic Conference Selects LiveU for First Digital Live Coverage of Cross Country and Soccer Championships, and 30 Regular-Season Women's Basketball Games**

*Conference selects LiveU for end-to-end production of championships and regular-season games*

Commissioner Mike Aresco has announced that the American Athletic Conference ("The American") has selected LiveU to power its new digital sports network in a package that includes live video production, transmission, and asset delivery. LiveU will be responsible for the production, uplink, and asset delivery of 38 games and events in the 2013-14 academic year.

The fall production package is highlighted by the conference's first live coverage of its Cross Country Championship from Hammonasset Beach State Park in Madison, Conn., thanks to LiveU's ability to easily transmit live video on the move. Men's and Women's Soccer Championship semifinals will also be produced. Additionally, championship coverage will continue in the winter and spring seasons with the swimming and diving, baseball, softball and indoor and outdoor track and field championships.

Additionally, the conference and LiveU will produce and distribute 30 regular-season conference women's basketball games (schedule follows on next page).

All the live events will be free of charge and available for viewing online and on mobile devices.

"We are pleased to be able to provide unprecedented coverage of our Olympic sport championships and to enhance our women's basketball distribution with this agreement," said Aresco. "As we go through our first year as the American Athletic Conference, we are confident that LiveU will provide a sound, reliable and versatile live video platform that will allow our digital network to be a model in college athletics."

LiveU is the leader in mobile uplink solutions and offers deep expertise in addressing the video needs of sports organizations. As part of the package, LiveU will offer guaranteed uplink of all games, regardless of the Internet infrastructure at the venue, through a combination of its cellular uplink backpacks, Xtender enhanced antennas for transmission in congested environments, and a cost-effective hybrid solution of cellular and KA-Band satellite. All the solutions will be managed and controlled via the LiveU Central browser-based management system on the cloud.

LiveU will also provide the complete suite of production services and equipment, including cameras, switching and editing equipment, and production staff.



Finally, LiveU will be responsible for delivering all the footage to three destinations simultaneously: The American’s official streaming platform; to the conference’s studio in Providence, R.I., for post-game highlights; and to XOS digital, which manages the digital asset vault for the new digital sports network.

Tim Prukop, Head of Sports and New Media, LiveU: “LiveU has developed a very strong team, product, and service offering tailored for the video needs of the college sports market, and we’re excited that The American has selected us. We have expanded our capabilities by offering an end to end solution including the production and asset delivery of live events, enabling sports organizations to seamlessly enhance the quality and accessibility of their live events.”

The American Athletic Conference and LiveU will announce talent assignments for women’s basketball and championships at a later date.

For more information on LiveU, visit [www.liveu.tv](http://www.liveu.tv)

The American Athletic Conference Men’s and Women’s Cross Country Championships will take place on Saturday, November 2 and be viewable on: [www.TheAmerican.org/XC](http://www.TheAmerican.org/XC)

The American Athletic Conference Women’s Soccer Championship semifinals will take place on Friday, November 8 and be viewable on: [www.TheAmerican.org/WSoccer](http://www.TheAmerican.org/WSoccer)

The American Athletic Conference Men’s Soccer Championship semifinals will take place on Friday, November 15 and be viewable on: [www.TheAmerican.org/MSoccer](http://www.TheAmerican.org/MSoccer)

### **2013-14 Olympic Sports Championship Digital Network Schedule**

<b><u>Date</u></b>	<b><u>Event</u></b>
November 2	2013 Cross Country Championship
November 8	Women’s Soccer Championship (Semifinal Games)
November 15	Men’s Soccer Championship (Semifinal Games)
February 19-22	Men’s and Women’s Swimming & Diving Championship
March 1-2	Men’s and Women’s Indoor Track & Field Championship
May 2-4	Men’s and Women’s Outdoor Track & Field Championship
May 8-9	Softball Championship (Quarterfinals and Semifinals)
May 18	Women’s Rowing Championship



May 21-24

Baseball Championship (All Games Except Final)

**2013-14 Women's Basketball Digital Network Schedule**

<u>Date</u>	<u>Time (ET)</u>	<u>Visitor</u>		<u>Home</u>
December 28	3:00	UCF	at	HOUSTON
December 28	7:00	RUTGERS	at	USF
December 29	3:00	TEMPLE	at	MEMPHIS
January 4	2:00	UCF	at	TEMPLE
January 7	7:00	TEMPLE	at	USF
January 7	8:00	MEMPHIS	at	SMU
January 11	2:00	SMU	at	RUTGERS
January 11	4:00	MEMPHIS	at	UCF
January 14	12:00	SMU	at	TEMPLE
January 18	2:00	TEMPLE	at	CINCINNATI
January 18	7:00	USF	at	UCF
January 21	7:00	CINCINNATI	at	USF
January 22	7:00	RUTGERS	at	UCF
January 25	2:00	RUTGERS	at	TEMPLE
January 25	3:00	SMU	at	HOUSTON
January 29	7:00	HOUSTON	at	USF
February 1	4:00	HOUSTON	at	UCF
February 4	7:30	CINCINNATI	at	RUTGERS
February 5	8:00	USF	at	MEMPHIS
February 8	2:00	HOUSTON	at	CINCINNATI
February 11	7:00	SMU	at	UCF
February 12	7:00	MEMPHIS	at	CINCINNATI
February 15	3:00	HOUSTON	at	SMU
February 22	2:00	USF	at	TEMPLE
February 22	4:00	CINCINNATI	at	UCF
February 26	7:30	TEMPLE	at	RUTGERS
March 1	3:00	MEMPHIS	at	HOUSTON
March 1	7:00	SMU	at	USF
March 3	7:30	USF	at	RUTGERS
March 3	8:00	CINCINNATI	at	MEMPHIS