



MORGENSTERN BIS BASKETS, Deutschland

BARMER 2. Basketball-League-Team streams with ReelCloud

The team of MORGENSTERN BIS BASKETS Speyer has been streaming their home games in the BARMER 2. Basketball league in full HD quality with the cloud-based live stream and video management system ReelCloud since the 2019/20 season. There are currently around 500 to 600 hits on the live stream - and the trend is rising!

Increased Media Presence for Team and for Sponsors

At the beginning of the season, the club managers set up an adaptive streaming player on the team's website and their own YouTube channel as streaming targets in ReelCloud. The live stream starts with ads of the sponsors at both streaming destinations 15 minutes before the start of the game. At the beginning of the player's presentation the video is switched to the live cam in the gym. Technical delicacies in the live stream are the score graphics in the team's corporate design inserted by Reelway as well as the direct connection of the hall speaker sound via the existing IT cabling. Immediately after the press conference of the game, the so-called re-live video is available for fans to view again.

Technical Finesse: Upload to Sportlounge in Minutes

While still in the gym, the video officer uses ReelCloud's online video editor to tailor the live stream for upload to the Sportlounge sports server. The subsequent upload to the Sportlounge portal takes place in a few minutes. The high-resolution videos are then automatically stored in ReelCloud's almost unlimited cloud storage for the production of highlight videos and game analyzes.

The Teams's Conclusion: simple, fast, unlimited

„We are very happy that we chose ReelCloud at the beginning of the season. We have a very high quality livestream of our games in full HD resolution with excellent sound and a score graphic in the corporate design of our team. We are increasing the available sponsorship funds for the further sporting development of our team and the whole thing is easy to use, fast, almost unlimited and inexpensive“, is the conclusion of Marketing Director Clemens Ruf.

Industry

Sports & Culture

Customer

MORGENSTERN BIS BASKETS
Speyer, Germany

Media Presence



Technical Equipment

Canon XA40 incl. tripod
Elgato CAM LINK 4K
ACER Aspire A515-54G
OBS Studio
Schauf Core Plugin Manager
MOXA Nport5110
Dante Virtual Soundcard
Netgear GS108PE
Fritzbox 7490
10 Mbit/s Internet-Upload
ReelCloud – Team Edition

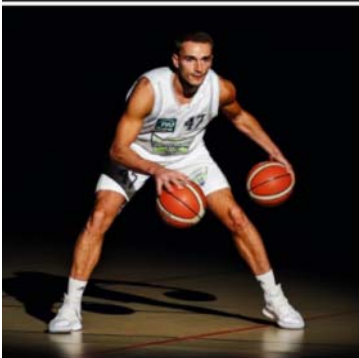


„The livestream with score graphics is great - the upload zu Sportlounge in a few minutes the icing on the cake.“



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