

PRESSE RELEASE**Reelway and MORGENSTERN BIS Baskets Speyer with positive season results****Bonn, April 15, 2020.**

Reelway GmbH from Bonn and MORGENSTERN BIS Baskets Speyer draw a positive balance of their cooperation in the 2019/20 season. The joint goals for the introduction of live streaming of MORGENSTERN BIS Baskets' home games in the BARMER 2. Basketball Bundesliga were exceeded.

Since the start of the 2019/20 season, MORGENSTERN BIS Baskets Speyer have been streaming their basketball games in the BARMER 2nd Basketball Bundesliga ProB Süd live and in full HD quality. ReelCloud, the cloud-based livestream and video management system from REELWAY GmbH, Bonn, is used for this purpose. During the season, the team recorded around 500 to 600 accesses to the respective livestream of their home games - and the trend is rising.

"With the simultaneous livestreaming of our games on our website and on our Youtube channel, we have significantly increased our media presence," said Clemens Ruf, 2nd Chairman of MORGENSTERN BIS Baskets. "Our sponsors have another attractive opportunity to present their products and services in the media in the environment of our fast and exciting sport and we increase our sponsorship revenues."

The livestreaming was completely controlled via the cloud-based livestream and video management system ReelCloud on the match days. Streaming took place simultaneously on the website and on the Bundesliga team's YouTube channel. The so-called re-live videos were available to fans for re-watching immediately after the end of the match.

Using ReelCloud's online video editor, the re-live video was then quickly edited into a clean video without commercials or pre- and post-game coverage and transmitted from the ReelCloud data center to the server of Sportlounge.com, the BARMER 2nd Basketball Bundesliga video portal, within minutes after the game. All high-resolution videos are then automatically stored in ReelCloud's almost unlimited cloud storage for documentation purposes and game analyses.



Reelway ist offizieller Livestream- und Videopartner der
MORGENSTERN BIS Baskets in der BARMER 2. Basketball-Bundesliga



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About Reelway:

REELWAY is an international IT company for the development, implementation and operation of cloud-based livestream and video management systems as well as the provision of streaming services and cloud consulting.

REELWAY was founded in 2010 and is headquartered in Businesspark Bonn, Germany. From Europe, America and India, REELWAY operates the cloud-based livestream and video management platform ReelCloud. ReelCloud enables customers to generate, process and globally distribute livestreams and videos. ReelCloud supports sports clubs, education and training institutions, innovative companies, youtubers and gamers as well as employees from broadcast companies. With strong and international technology partnerships, the company will continue to expand its universal platform and new applications in the future.



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