

## PRESS RELEASE

### **Reelway and the Ahorn Camp BIS Baskets Speyer in the BARMER 2nd Basketball Bundesliga successfully defy the Corona pandemic**

**Bonn, April 19, 2021.**

**The Ahorn Camp BIS Baskets Speyer and Reelway GmbH draw a positive balance of their livestreaming and video cooperation in the basketball season 2020/21. The Corona pandemic forced the team to hold the basketball games without spectators. The professional livestream brought the sporting excitement home to fans.**

Based on the successful cooperation in the previous 2019/20 season, Ahorn Camp BIS Baskets Speyer and Reelway GmbH again delivered high-resolution livestreams of all home games to fans' screens for free in the 2020/21 basketball season.

As in the previous season, the BIS Baskets streamed via the ReelCloud livestream and video management platform in a full HD resolution, in the team's corporate design and with a further developed score graphic on the Bundesliga team's YouTube channel. The advertising of local sponsors in the livestream made it possible to offer the livestream free of charge to those interested in basketball.

The new automated video upload to the Sportlounge video server in ReelCloud has also proven itself in use. With the help of the video editor, the pre- and post-game coverage can be cut out of the livestream file immediately after the end of the game and the clean video created in this way can be transferred to Sportlounge as a league-compliant video in a matter of minutes with just a few clicks.

More than 9,200 times the livestream files of the Ahorn Camp BIS Baskets have already been called out on their Youtube channel this season. This corresponds to an average of more than 740 views per home game. The fans honored the livestreams with a positive feedback of 97.5%.

The Youtube channel of Ahorn Camp BIS Baskets can be found at:

[https://www.youtube.com/channel/UCpto2L610N2BTCiANa8i\\_BQ/videos](https://www.youtube.com/channel/UCpto2L610N2BTCiANa8i_BQ/videos)

For more information on the livestream and video management platform ReelCloud, click here:

<https://www.reelway.de/>



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



Reelway GmbH  
Siemensstr. 36  
D-53121 Bonn / Germany  
Phone: +49 228 5048 8078  
Web: [www.reelway.de](http://www.reelway.de)

CEO: Dr.-Ing. Stephan Schneider  
Handelsregister: Bonn, HRB 24241  
Bank: Volksbank Köln-Bonn e.G.  
BIC: GENODED1BRS  
IBAN: DE03 3806 0186 8102 2270 19

**Contact:**

Reelway GmbH  
Dr.-Ing. Stephan Schneider  
Siemensstr. 36  
53121 Bonn  
E-Mail: [contact@reelway.de](mailto:contact@reelway.de)

**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.



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



Reelway GmbH  
Siemensstr. 36  
D-53121 Bonn / Germany  
Phone: +49 228 5048 8078  
Web: [www.reelway.de](http://www.reelway.de)

CEO: Dr.-Ing. Stephan Schneider  
Handelsregister: Bonn, HRB 24241  
Bank: Volksbank Köln-Bonn e.G.  
BIC: GENODED1BRS  
IBAN: DE03 3806 0186 8102 2270 19