

Live Streaming Broadcasting report 2017-2018 – Gerri Viant

Mission Statement: To create content that promotes and facilitates the growth of platform tennis. By inspiring people to play, highlighting the lifestyle and camaraderie of the paddle community, and providing instructional opportunities, live streaming will attract sponsors and will engage new viewers and players, as well as raise current players level of passion for the game.

Responsibilities:

1. Oversee all aspects of the APTA's Live-Streaming
2. Liaison for the APTA in conjunction with Shannon Vinson with tournament directors for Live Streaming.
3. Manage expectations with the APTA, EnetLive TV, Tour Director Shannon Vinson and local Tournament Directors.
4. Ensure that sponsor responsibilities for Live Streaming are met.
5. Schedule commentators for the Five Grand Prix Tournaments and Nationals.

Accomplishments:

- Streamed 5 Grand Prix Tournaments, plus The Nationals for a total of 71 matches, 30 interviews, 6 "Draw Landscape" productions, Friday night presentation ceremony at Nationals that included HOF Induction Ceremony, Grand Prix winners etc.
- Increased our ability to stream a consistent broadcast across **multiple media outlets**. Expanded our viewership by identifying players in different regions and with the help of Whit Harwood and media content coordinator Lauren Mandell used a composite of Network and Social viewing audiences to increase exposure.
- ESPN's flagship show, SportsCenter, featured a fantastic point

from the Boston Open Men's Semi finals in their Top #10 Plays of the night.

- Developed a library of APTA template graphics to be used for interviews, draws, opening bump.
- Organized production graphics and content to be uniform and visually interesting, including updating the opening highlight bumps, interviews, sponsorship segments, commercials, sponsors logos, live time updated draws, player bios, national rankings, Grand Prix rankings, and tour schedule.
- Boot Camp was held over the summer in collaboration with Enet Live to establish implementation and integrating the set up and quality of multiple on court cameras.
- Oversaw the complete revamping of the APTA Network website. All matches are now archived, categorized and loaded on the network site on the same day of play.
- Developed production timelines that resulted in broadcasts starting on time, and increased our ability to incorporate instant replay, sponsor commercials, announcements, roving report updates and more on court post interviews.
- Identified the Internet and electrical requirements at each Grand Prix host site. Zero outages. We have increased our ability to stream a consistent broadcast across multiple media outlets.
- Improved audio on umpires, which also resulted in improvements in on-screen accurate score keeping.
- Sponsorship requirements both National and Local were met.
- APTA sizzle reel – “What is Platform Tennis” coordinated the production video footage shot at Nationals to be used for promoting the game.
- Live Stream Lite test pilot project. Coordinated this project with Whit Harwood – tested at The Short Hills Invitational with Malka, and due to a last minute site change and format logistics issues cancelled the test of streaming at the APTA League Championships.

Goals:

- 1) Continue to collaborate with Whit to formulate a strategic plan identifying viewer growth target areas.
- 2) Continue to work with Enet Live to develop productions to submit to ESPN and the Tennis Channel.
- 3) Review and categorize broadcast footage for sizzle reel.
- 4) Identify sponsors segment opportunities eg Player bio presented by:
- 5) Broadcast quality improvements
- 6) Create a format for viewers in the chat room to connect and interact with commentators live time.
- 7) Build up the commentating team by securing commitments from former players and professionals.

Numbers:

Unique Viewers

- Unique Viewers is an individual user that clicks on to the network. They may come back to the site 15 times in the same day but they are still counted as ONE unique viewer.

- 2017-18 Total Unique Viewers: Ballpark is **~100k**
 - 72k on Network
 - ~20-25k on Facebook
 - ~5k on YouTube
- 2016-17 Total Unique Viewers: 42,292
 - The unique viewers last year was done just from the Network last year. We won't be able to get apples to apples for the unique viewers, because we were more widely distributed across Facebook and YouTube than we were last year.
- 2015-16 Total Unique Viewers: 33,705

Total Views

- 2017-18 Total Views: **542,485 (219% increase over 2016-17)**
 - 334,500 Facebook
 - 176,734 Platform Tennis Network
 - 31,251 YouTube
- 2016-17 Total Views: 169,548
 - 53,887 Facebook
 - 115,161 Platform Tennis Network

Live Streaming from Nationals

- 2017-18 Total Views: 152,224 (**211% increase**)
 - 123,300 Facebook
 - 14,704 Platform Tennis Network
 - 14,220 YouTube
- 2016-17 Total Views: 48,933
 -
 - 17,202 Facebook
 - 31,731 Platform Tennis Network

Thanks to Scott Bondurant for his support and unwavering encouragement. The Enet crew and the entire live streaming announcers who were all willing to give it a go with whatever was asked, Ray, Brad, Mark, Christi, Patty, Lauren and Rodney, and to Ann, Isabel for the “go to at any moment” help. Whit for being able to tabulate and quantify the numbers and actually make sense of all of them for me, and Shannon for having the understanding of how to put all the pieces together to make this a success.