

## **2017 APTA Board Meeting**

### **Live Streaming Committee**

**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.

#### **Accomplishments:**

- 1) Streamed 7 tournaments
- 2) Held 2 boot camps during the summer in collaboration with Don Kirk Media productions and Enet Live with the goal to improve the quality and content of the broadcasts.
- 3) Used more and new cameras—can show the game from different angles inside the court.
- 4) Organized production graphics and content to be uniform and visually interesting, including the opening highlight reel, interviews, sponsorship segments, commercials, sponsors logos, live time updated draws, player bios, national rankings, Grand Prix rankings, and tour schedule.
- 5) Identified the Internet requirements. We have increased our ability to stream a consistent broadcast across multiple media outlets.
- 6) Expanded and increased our viewership by over 50% via network and social viewing audiences through the APTA Network, Facebook Live, and YouTube.

#### **Goals:**

- 1) Develop template graphics.
- 2) Develop production timelines to incorporate instant replay, sponsor commercials, announcements and roving report updates.
- 3) Create a format for viewers in the chat room to connect and interact with commentators live time.
- 4) Address ways to make improvements for on-screen accurate score keeping.
- 5) Improve audio on all umpires.
- 6) Build up the commentating team by securing commitments from former players and professionals.
- 7) Make a presentation to the Tennis Channel.

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