



Goossen Tutor Promotions

Delivering Live Online Event Coverage to Boxing Fans

Challenge: Leveraging Online Video to Drive Exposure

Based in Sherman Oaks, Calif., Goossen Tutor Promotions, LLC is one of the elite promotion companies in professional boxing. With over 20 fighters under its promotional banner, the company handles a number of world champions and top contenders, including the WBA and WBC Super Middleweight World Champion and the last American Olympic gold medalist since 1996, Andre "S.O.G." Ward; the #1 world heavyweight contender Chris "The Nightmare" Arreola; plus two-time welterweight and super welterweight world champion Paul "The Punisher" Williams, among others.

As a promoter whose primary purpose is to drive interest in its clients, Goossen Tutor was looking to leverage online video in order to give boxing fans behind-the-scenes access to fights, press conferences, weigh-ins and other events and provide more exposure to its most popular fighters, as well as the up-and-coming future stars of the sport.

Solution: TVUPack

In preparation for their client Andre Ward's championship unification fight against English world champion Carl Froch in the Showtime Super Six World Boxing Classic Tournament final, Goossen Tutor turned to TVUPack as a solution to help publicize the fight in innovative ways not seen before.

"We decided to give the TVUPack a chance to showcase our press conference in New York to showcase the main fighters to their home town fans and to bring more exposure to the fight on the biggest stage possible," said Rodney Hunt, director of Image and Marketing for Goossen Tutor. "Highlights of the press conference were recorded to be shown later on Showtime, but we wanted to find a way to bring live coverage of the entire event to boxing fans around the world that were eagerly awaiting the fight that couldn't get Showtime."

After evaluating other mobile uplink products from LiveU and Streambox, Goossen Tutor selected the TVUPack to stream all three press conferences live on their Web site via their UStream channel. Goossen Tutor also streamed live coverage of the pre-fight weigh-in as well as the post-fight press conference, which resulted in more than 40,000 live views of boxing fans watching the aftermath of Ward's historic win.

Location:

Sherman Oaks, CA

Challenges:

- Needed a portable and reliable direct-to-Web live broadcast solution for live boxing events.

Benefits:

- Cost-effective alternative to renting expensive satellite trucks.
- Simple to use.
- Superior customer support and hassle free setup.

"The TVUPack was better than advertised. With the pack, we were able to go live from several different locations around the world without renting a costly satellite truck. We believe that TVUPack will play an important role in our online broadcast strategy moving forward." - Rodney Hunt, Goossen Tutor Promotions

Benefits

With TVUPack, Goossen Tutor was able to go live to the Web with compelling content that delivered in-depth material to its core audience. TVUPack's simple-to-operate interface made the live Web broadcast seamless.

"Using the TVUPack is simple and efficient. Plug in and push the power button and we were up and running. The pack was already preconfigured, so the cameraman didn't need to worry about changing any settings while he was shooting. He just plugged in and we were live," said Hunt.

Goossen Tutor was also impressed with the ability to do a live remote shot at a small fraction of the cost of traditional satellite and microwave trucks. "In the past we would be required to rent a large production truck to cover these kinds of events. However, TVUPack lets us accomplish everything we would with a large sat truck at only a fraction of the cost. The pack is allowing us to do much more with less," said Hunt.

According to Hunt, TVU's strong customer service was another important factor in the success of the live Web broadcast. "TVU offered phenomenal support in helping us design a direct-to-Web solution. They were there every step of the way to make sure that there were no hiccups not only with the pack, but with the CDN as well," he said.

The company plans on using the TVUPack to broadcast future events, including broadcasting the undercard of prominent fights. "The TVUPack was better than advertised. With the pack, we were able to go live from several different locations around the world without renting a costly satellite truck. We believe TVUPack will play an important role in our online broadcast strategy moving forward," Hunt concluded.

About TVUPack

Already in use by hundreds of broadcast organizations around the globe, TVU's award-winning TVUPack gives broadcasters satellite/microwave TV truck or van functionality in a lightweight backpack. TVUPack is powered by TVU's proprietary Inverse StatMux technology, which dynamically segments a live video signal and transmits the segments through multiple independent 3G/4G connections. TVUPack is simple to use and provides broadcasters with low-latency, HD quality signal that enables them to broadcast live at any time and from any location.