

Sony HXR-NX5U Camcorders Enhance Image Quality and Production Flexibility for Big South Conference.

CASE STUDY

Customer:

- Big South Conference

Industry:

- Sports

Challenges:

- Capture hundreds of live sporting events for streaming and web archive.
- Establish uniform video production among 11 colleges.
- Serve a diverse audience of fans, students, parents, coaches, athletes, and alums.

Solution:

- Outfit schools with state-of-the-art Sony HXR-NX5U NXCAM® AVCHD™ camcorders to shoot more than 700 games for live streaming through the conference's website.

Benefits:

- Notable improvements in image quality and production flexibility.
- Easy transition from standard- to high-definition projects.
- Capability of equipment to take on multiple roles, such as filling in-house monitors, videostreaming, and handling officials' replay.
- Enhancement of conference site's production values.



More than 700 sporting events across 11 colleges and universities all captured for live streaming and web archive—that's the video production challenge faced each year by the Big South Conference.

To make this process as easy, flexible, and high-quality as possible, the conference purchased Sony HXR-NX5U NXCAM AVCHD camcorders in the fall of 2011 for each school's athletic department.

The Big South requires that its 11 member institutions—spread across North Carolina, South Carolina, and Virginia—use the camcorders to shoot the majority of their home sporting events, from football and men's and women's basketball to men's and women's soccer, volleyball, baseball, and softball. The events are then streamed centrally through the conference site, www.bigsouthsports.com.

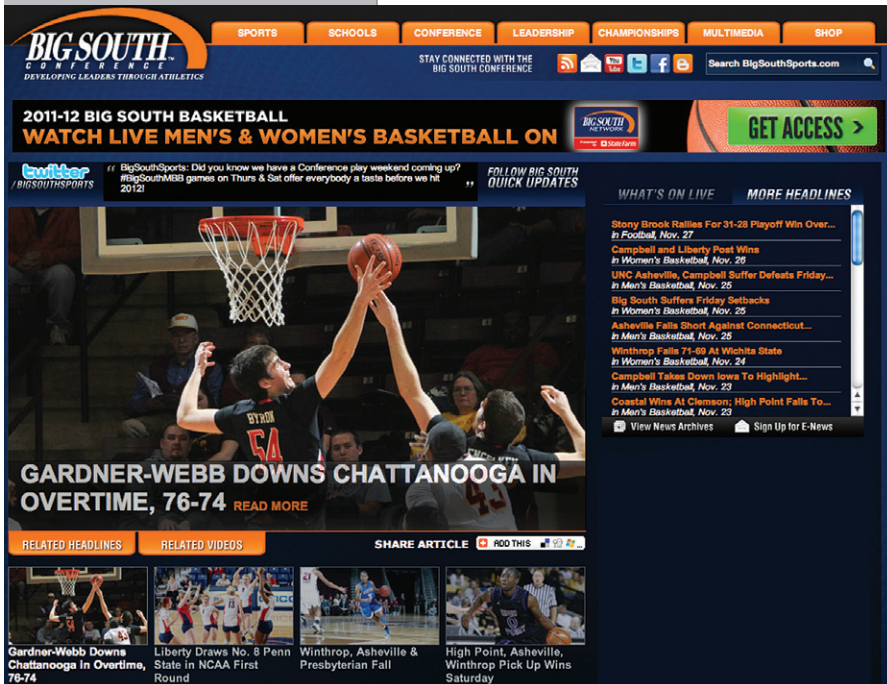
Each school has the latitude to use the cameras for recording other on-campus events, as long as the conference

streaming requirements are met. According to the Big South, the goal of the camera upgrade was to establish a uniform video production platform across the conference. The results to date are significant leaps in image quality and production flexibility.

The Big South started live streaming in 2005, and the volume gradually increased to where 2011 marks the second consecutive year the conference is handling more than 700 live streams.

"At first it was pretty rudimentary, with inexpensive cameras and a series of pieces chained together to make everything work on a shoestring budget," said Mark Bryant, Director of Multimedia Development for the Big South Conference. "As our needs grew, we knew we had to take the next leap forward, so we outfitted our schools with camera technology that was going to improve our picture quality, allow us to transition from standard- to high-definition projects, and to get more out of our camera equipment."

CASE STUDY



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–Mark Bryant, Director of Multimedia Development, Big South Conference

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The site’s audience is diverse, ranging from each school’s fan base and alumni to family and friends of the student-athletes. The live streaming is available through a subscription service, but the archived files are free as long as users are registered with the site.

The conference plans to purchase additional Sony camcorders for each school to use at the start of the next school year, but one institution, High Point University, was so impressed by the camcorder’s quality and performance that the school has already bought an additional camera on its own.

“I was told right away by the schools how happy they were to have the new cameras, what a difference they felt it made, and how this was a clearly superior upgrade from what we had been using,” Bryant said. “It has

allowed us to do so much more in terms of our production set-ups. What may appear to be one camera doing its work in a spot may actually have three different roles. It may be filling in-house monitors, going to the stream, and also handling officials’ replay.”

The conference is excited by the future opportunities afforded by the new cameras and the potential to enhance the site’s production values.

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