



FalconsTV

FALCONSTV

Case Study

September 2016

Objective

Enable a wider audience to attend local sporting events, whilst at the same time providing more engagement and skills development for community volunteers. **Act local, think Global.**

Approach

Replace a dated, poorly-functioning video management platform with a robust, centralized solution that is fully integrated with other critical systems.

Operational Matters

- Reducing and simplifying game day management of video
- encouraging and extending opportunities for volunteers on game days

Business Matters

- Improved ability to respond to requests for game day video
- Improved ability to comply with league regulations and requirements

Improved audience numbers

“FalconsTV has reduced time and frustration during the week for administration staff preparing and producing DVD’s, and the players now get to see and learn from their games,”

- Mike Bullock, WBA
General Manager.



Customer at a glance

- Mid-size Basketball Association
- Enters team in Junior and Senior Representative competitions
- Needed video solution
- Wanted to increase audience



FalconsTV delivers

Australia's Waverley Basketball Association needed a way to streamline the recording and delivery of game day video, a requirement of the Big V competition, to the league, coaches and other parties. This was an heavily manual, time intensive task. So in collaboration with mindIT systems it established FalconsTV. The result: faster workflows, better production, greater audience engagement, improved compliance and improved ability to meet the community's needs

Located in Chadstone, a suburb of Melbourne, Victoria, Australia, the Waverley Basketball Association manages the Waverley Basketball Stadium. The Waverley Falcons is the representative arm of the Waverley Basketball Association for male and female players and was formed in 1982. It has teams competing at junior and senior championship levels.

Junior teams compete in the Melbourne United Victorian Junior Basketball League. Senior teams participate in the Big V competition and the Melbourne Metropolitan Basketball League.

Waverley Basketball Association's Junior and Senior Domestic Competition is divided into two seasons per year.

As a founder member of the Big V competition, Waverley Basketball Association is keenly aware of its responsibilities to both the League and to the supporters, coaches and players of the four Senior teams that it enters into the Big V.

It is also focused on its vision of "Association of choice, Stadium of choice, Competition of choice" and so looks for opportunities to innovate and lead.

About

FalconsTV

Falcons TV is a continuing initiative for the BigV season. Waverley Basketball Association, in partnership with mindIT systems, broadcast all BigV home games live on the internet. Now in its fourth year, this was another first for the Association which has been a leader in the adoption of digital technology to enhance the experience of the players and spectators who attend the Waverley Basketball Stadium.

FalconsTV has also expanded to support the MUVJBL Regional Challenge, the MUVJBL Regional Finals, MUVJBL VC and League Finals, MMBL Finals, Medibank National Classic and CBL Finals. Strong partnerships exist with other local media groups such as SmashFM and FalconsTV offers support and mentoring services to other clubs.

March Madness Continues Upward Trend

2013: A major sporting event is showing huge gains in its online audience, while TV ratings also increase, continuing to hammer the belief that showing a live [sports](#) event online will in any way hurt the TV audience. [Media Post is reporting that this year's numbers for the NCAA Men's Basketball Tournament are amazing thus far](#), as CBS and Turner have seen an increase from 1.6 million unique visitors last year to 4.2 million unique visitors across all platforms over the first few days.

The total amount of streams for the tournament over the first and second rounds this past weekend was 36.6 million, doubling last year's count of 18.3 million. The reason for the huge increase is, of course, mobile devices. While watching the games on digital broadband devices increased 12 percent to 105 minutes of live video per viewer, mobile devices and tablets saw a 42 percent increase to 61 minutes of live video per user.

Meanwhile, the actual TV viewership increased 9 percent from 8.2 million to 8.9 million, a number that is apparently the highest since 1993.

Source: [March Madness Continues Upward Trend Online](#) <http://tubularinsights.com/march-madness-continues-upward-trend-online/#ixzz4lzn3m9Ky>



Legacy system clunky, unreliable and time consuming

WBA knew for a number of years that it needed to improve its game day video recording and its legacy system wasn't meeting the organization's needs. Games were captured on a consumer camcorder, then transferred to VHS tape and duplicated on request. An improvement had been implemented to include direct capture on a PVR and the use of DVD's rather than VHS tape. However it was still common for staff to spend up to eight hours a week during the Big V season producing DVD's on request.

After research it was determined that cost-effective technology had become available that would allow the games to be captured directly onto computer and then be uploaded to a server and made accessible to anyone who needed to access the footage.

Waverley Basketball Association had already invested in a substantial IT network within the stadium that could be utilized to facilitate this initiative.

Flawless migration

Working with their preferred IT managed service provider, mindIT systems, which had both IT and cross-media production expertise, and understood the basketball environment, WBA launched FalconsTV. This service produces game day video utilizing multiple cameras, mixes the vision live with commentary and live scoreboards, then streams it over the internet live. At the same time, the game is streamed over the internal network to a large screen in the members' clubroom. All games are also recorded, and after the game is complete, the game file is compressed and uploaded to YouTube as per the Big V league requirements.

"FalconsTV has reduced time and frustration during the week for administration staff prepar-

ing and producing DVD's, and the players now get to see and learn from their games," says Mike Bullock, WBA General Manager.

Once FalconsTV began publishing games online, WBA began to reap the benefits in that coaches, player and umpires had within a short period of time access to vision for scouting, review and learning. It also provided a more permanent way of storing video and delivered the product to a much larger audience than those simply able to attend the event in person. A number of players' families and friends are interstate or overseas. FalconsTV vision has also been utilized as part of show reels for aspiring college players and a number of US college recruiters actively watch the games live or on-demand.

Engaging the Community. Another benefit

For each senior game, junior teams are expected to attend and fulfil core duties such as floor wiping. This however left a number of team members with little to do. FalconsTV now provides the junior club members with the opportunity to become involved in the production, either on camera, on microphone or in switching the production. It has also become a core part of Box Hill TAFE's work placement scheme with many of their students becoming part of the team. FalconsTV has also supported the Sudanese Community in Melbourne with access to equipment and mentoring. Two production houses have been born out of this over the last four years.

The most obvious benefit however has been the growth in audience for the Waverley Falcons product. Not only has the live stream delivered a large uplift in numbers, but there has been a corresponding increase in the in-stadium attendance. Whilst acknowledging that the live streams are not the only factor in this, it has been significant.

"It was such an exciting game, we decided to come down at half-time"

"Thanks for the shout out to Nelson!"

"We always watch the Games online now we can't make it to the stadium due to health issues. Keep it up please"

"Thanks for the opportunity to be there viewing, even though life gets in the way and I couldn't be there in person"

Stats at a glance

	<i>Live Streams</i>		<i>Video on Demand</i>	
	Views	Unique IP	Views	Watch Time (mins)
2013	6659	2832	6,158	18,439
2014	15988	1195	8,045	59,896
2015	33502	5471	18,504	160,121
2016 *	63183	6075	23,494	188,460

* Note 6 month reporting period only

Waverley Basketball Association

The Waverley Basketball Association (WBA) was formed in 1976 with the building of the Jordanville Community Centre. Waverley began with one court, the Waverley Basketball Stadium, at the current location and grew over a number of years with additional competitions played at Highvale Secondary College, Mazenod College, Mount Waverley Secondary College, and Wheelers Hill Secondary College. Courts 1, 2 and 3 were constructed in 1992 and in 1999 Courts 5 and 6 were completed.

Waverley Basketball has pioneered many products and services which have revolutionised domestic Basketball in Victoria.

In 2008, Waverley Basketball became the first Association in Victoria to introduce touchscreen scoring, eliminating the need for paper scoresheets in Domestic Competition. This move not only improved the domestic Basketball experience at Waverley for players and scorers, but streamlined the results and administration process.

A cutting edge website was introduced in 2008, providing up to date news in all aspects of the Association. A unique feature of the new website was the live scoring steam, giving web users live scores and game logs for games currently taking place at the stadium.

The Statistics vault was another feature of the new website, allowing users to view the individual and team statistics for current and previous seasons. This product also enable teams to find new players through the MyEmergency system, and even register to receive SMS reminders of game times each week.

The newest addition to the system is WaverleyTV. Waverley Basketball Stadium is currently the only stadium in Victoria to offer this product, where teams and register to view their games online, and purchase downloads of game footage to save to computers or convert to DVD.

This wide range of services makes the Waverley Basketball Stadium Victoria's first and only truly digital Basketball stadium

mindIT systems

mindIT systems is a boutique consultancy firm specializing in Service Management for IT and cross media production services. They bring together a range of partners, consultants and capabilities specifically for each project.

Big V

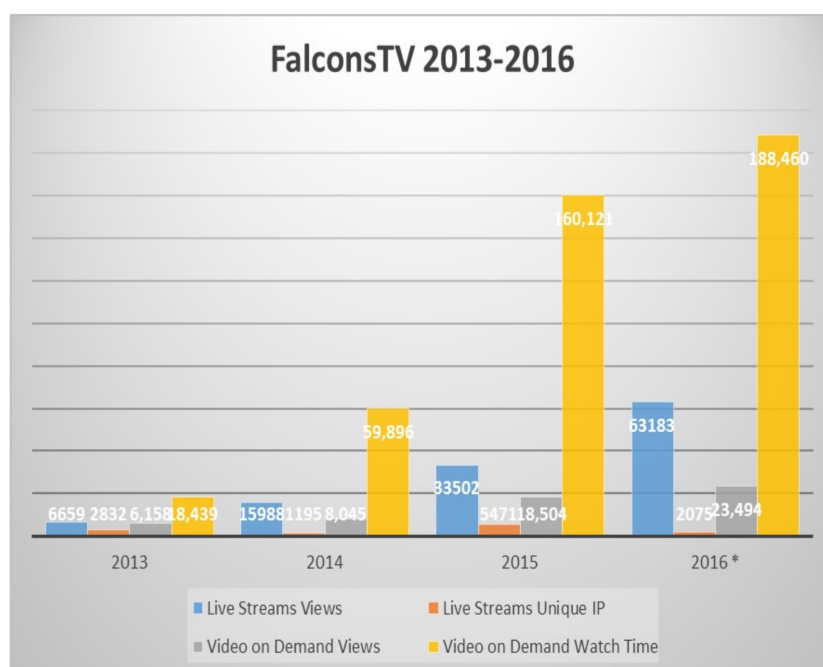
The Big V is the senior basketball league in Victoria comprising 141 semi-professional sides in 12 competitions.

These competitions comprise both genders, and incorporate three levels of senior competition (men), three levels for women and youth leagues.

The league commenced under the name "the Victorian Women's Conference" in 1987. The men's and women's competitions were run independently until 2000. Until this time the league was known as either the CVIBL (Country Victorian Invitation Basketball League), the VBL (Victorian Basketball League) or WVBL (Women's Victorian Basketball League). In 2004, the member clubs of the league voted to re-brand the entire league structure as Big V going forward.

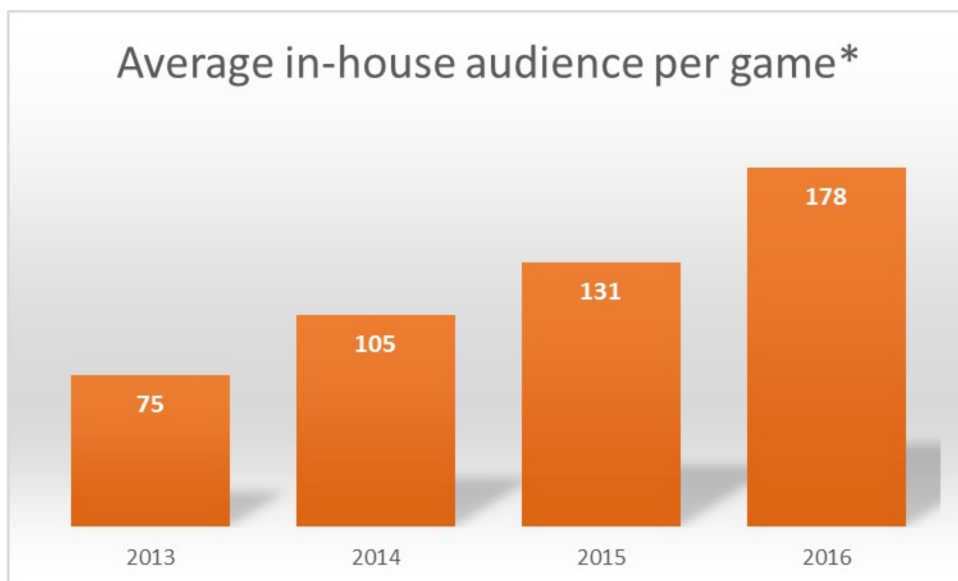


FalconsTV 2013-2016



Viewer Growth

Effect on in-house attendance.



* Calculated on BigV and other special program events

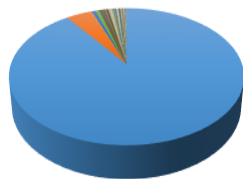


Where are the viewers?

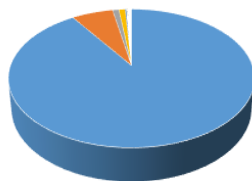
Australia	Slovenia	Latvia
United States	Hungary	Malta
Luxembourg	Ukraine	Bangladesh
Taiwan	Japan	Kyrgyzstan
United Kingdom	Serbia	Trinidad and Tobago
Asia/Pacific Region	Sri Lanka	Morocco
Spain	Israel	Macau
New Zealand	Portugal	Egypt
(unknown country)	Romania	Peru
Canada	Vietnam	Myanmar
Indonesia	Puerto Rico	Palestinian Territory
Turkey	Norway	Saint Vincent and the Grenadines
Croatia	Bulgaria	Virgin Islands, British
India	Korea, Republic of	Saint Lucia
Hong Kong	Lithuania	Macedonia
Greece	Guatemala	China
Poland	South Africa	
Switzerland	Belgium	
Netherlands	Pakistan	
Thailand	United Arab Emirates	
France	Armenia	
Singapore	Czech Republic	
Philippines	Chile	
Malaysia	Brazil	
Albania	Saudi Arabia	
Germany	Denmark	
Slovakia	Belarus	
Fiji	Lao People's Democratic Republic	
Russian Federation	Bahrain	
Sweden	Finland	
Italy	Bolivia	
Azerbaijan	Kazakhstan	
Ireland	Argentina	
Austria	Georgia	
Mexico	Lebanon	

Around 90% of the viewers come from Australia, just on 6% from the US and 1% from the UK. The list shows all countries in descending % order.

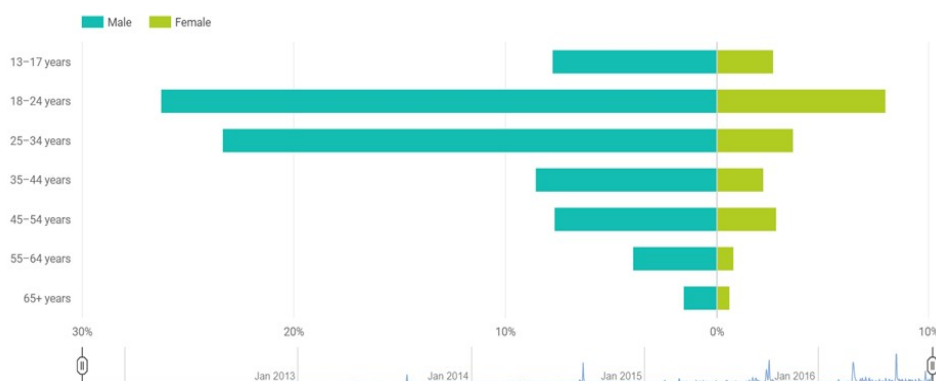
Unique IP - Top Regions



Views- Top Regions



Age Breakdown



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