



LIVE VIDEO

**CLIPPING, EDITING, STREAMING,
PRODUCTION, DISTRIBUTION**



ADVANCED CLOUD-BASED VIDEO PRODUCTION PLATFORM

Tellyo is a cloud-based, live video editing, streaming, production and distribution platform. It enables digital and social content teams worldwide to meet the demand for video in near real-time – for audiences watching across linear TV, OTT channels, social media, mobile apps and websites.



MEET THE ELITE AT SPORTEL, BUT CONTENT REMAINS KING

Digital video production continues to evolve at an incredible pace, making it simpler, easier and quicker to create and distribute great video content. Undoubtedly this is a good thing, as content is still king.

Fans expect to see professional, high-quality video content tailored to them in their streams – and they actively want to engage with it. Our Tellyo video production and distribution platform helps our clients to create and share such content, in-turn deepening fan relationships, whilst also offering innovative ways to monetise content and activate fans.

Working with our advanced platform, I'm always struck by the way Tellyo clients maximise content through digital and social channels. How can you join them? Come and meet us at Sportel Monaco and see the latest, major upgrades to our platform. Designed to power video content, such as how you publish highlight clips and broadcast live streams, I encourage you to see our platform and discuss opportunities with us on stand A35.

What can you expect to see from Tellyo at Sportel Monaco 2019? We now offer premium-quality streaming inputs and outputs, including 1080p/4K resolution, up to 60fps and up to 50Mbps. We've also completed major enhancements related to producing and distributing localised video content, such as offering subtitles in different languages, audio for regional audiences and greater integration with the local platforms your fans actually want to use.

With such a broad range of enhancements and upgrades this year, we offer clients outstanding flexibility and greater choice when it comes to sports video content production and distribution. If this appeals and you wish to explore the potential of our cloud-based platform, come and say hello at Sportel Monaco.

I look forward to meeting you.



Richard Collins
CEO, Tellyo
richard@tellyo.com

YOUR LIVE VIDEO PRODUCTION AND DISTRIBUTION PARTNER

Explore the potential of our digital technology to create and share localised video content, such as highlight clips and live streams:

LOCALISE COMMENTARY

Enrich live content with commentary in specific languages when distributing to different countries.

CLOSED CAPTIONING

Create content with subtitles in different languages. Search for native phrases and create clips from these.

MULTI-TRACK AUDIO

Ingest multiple audio tracks – and then choose the most relevant track for your regional audience.



CHANNEL MANAGEMENT

Stay focused on your fans by easily managing stream ingests, DVR and access rights from our new dashboard.

MULTI-REGION SERVICES

Get video content to fans across the globe quickly by utilising our dedicated geographic deployments to deliver best performance.

OTT AND SOCIAL DISTRIBUTION

Publish live, VOD and highlights to OTT as well as China's Sina Weibo, Toutiao, Russia's VK, as well as standard channels like Facebook and Twitter.



ADVANCED CLOUD-BASED VIDEO EDITING PLATFORM

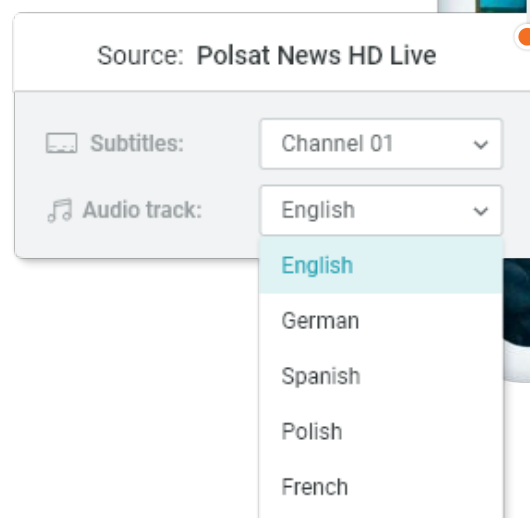
Tellyo Pro lets you live clip and rapidly publish short videos, and also live stream content to multiple platforms simultaneously, including Facebook, Twitter, YouTube, Instagram, Sina Weibo, Toutiao, and VKontakte to name just a few.

Simple and intuitive, the platform enables you to easily enhance videos with graphics, overlays and other professional editing features, as well as optimise clips for your audiences and their devices, with varied aspect ratios and even options to create short GIFs. You can work with speed and confidence when locking down global rights and user access, and Pro comes with many monetisation features, including branded bumpers, pre and post rolls, and Twitter Amplify integration.

NEW WAYS TO SERVE CONTENT TO SPORTS FANS:

MULTI-TRACK AUDIO:

Specific audio can be selected for outgoing clips and live streams. For example, commentary can go out in different languages meaning content is tailored to fans in specific countries.



OTT & SOCIAL DISTRIBUTION:

With Tellyo you can now achieve broadcast quality inputs and outputs, including 1080p/4K resolution, up to 60fps and up to 50Mbps that can feed live or VOD to your OTT platform as well as your social platforms, at the same time.

CLOSED CAPTIONING:

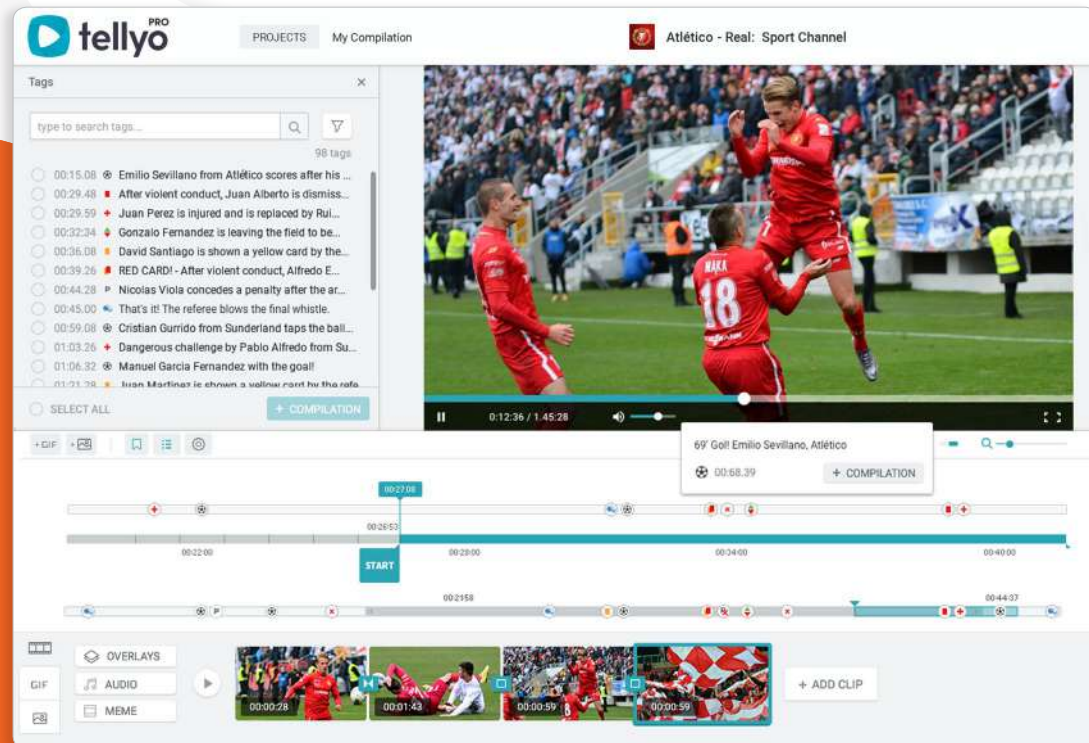
By creating video content with subtitles in different languages, closed captioning means more bespoke content for your fans to engage with. Videos also continue to convey the message even when audio is silenced.



AUTOMATE WITH OUR SMART EDITOR

Tellyo Pro combines event metadata and our smart editor to automate and speed up video production and distribution workflows, so you can keep audiences completely up to date with key moments posted as they happen.

Automation can be incorporated into your workflows in different ways. Our smart editor can run alongside human video editors, helping them to find key moments and build stories using a second-by-second log of data tags and with full manual editing control. There are further options to configure semi-automatic video clipping, or implement fully automated clipping, social messaging and publishing.

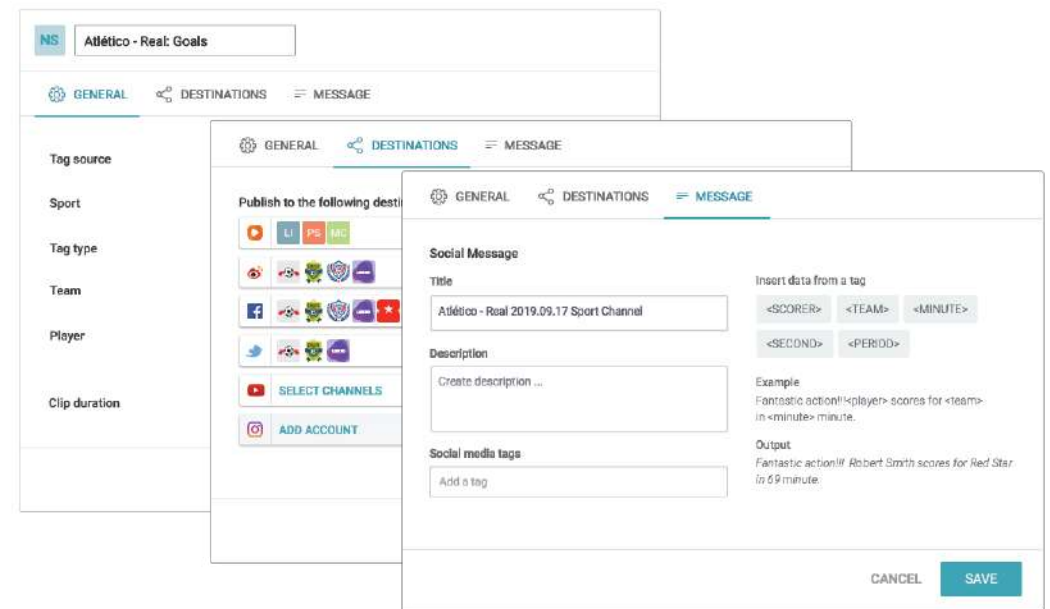


FULLY AI-DRIVEN AUTOMATION AND PUBLISHING:

MAXIMISE WORKFLOWS, MINIMISE RESOURCES

If you feel there's never enough resources to clip and publish content from multiple parallel events, Tellyo automation has the answer. Our platform lets you completely automate clipping through to publishing, giving multiple events automatic online coverage.

Users can define what video content should be automatically clipped, where clips should be posted (and in which format), and how metadata tags should auto-construct contextual post descriptions for you.



MORE POWER TO YOUR EDITORS

Navigating through long video files to find key moments can be cumbersome. Tellyo speeds up this process by giving your editors access to comprehensive event metadata tags. Events are either visually represented on a timeline or can be easily searched for and filtered.



TAKE YOUR STREAM TO THE NEXT LEVEL

Stream Studio is a cloud-based live video production suite, which enables you to blend multiple live sources together to create a truly dynamic and engaging experience for your fans, including graphics, overlays, layered scenes, social comments, partner branding, and more.

Stream Studio's interface combines a modern design with the look of a broadcast studio feature you need to maximise content you have the rights to broadcast digitally – be it a live streamed game, pre-match interviews or a post-match analysis show. Productions can be live streamed to multiple digital and social channels and custom RTMP destinations.

FEATURES DESIGNED TO ENGAGE AND ACTIVATE FANS THROUGH CONTENT:

LOCALISE YOUR LIVE STREAM

Add social commentary from local fans, include local advertising and make your production look as professional as a TV broadcast with score bug, fixtures or other live graphical elements in your stream.

INTEGRATE SOCIAL COMMENTS

Engage fans watching your live stream by displaying their social media comments on screen. Comments can be moderated before being shown live and different layouts chosen to suit your production.

ENGAGE FANS, AND MONETISE

Stream Studio includes a live graphics solution or use one of our partners like Singular.live, Never.no or Flowics. Add more interactivity and activate fans through creative layouts including sponsorship branding, partner promos and calls to action.





ABOUT OUR PARTNERSHIP

The multimedia communications group, Mediapro, utilise our Tellyo platform across its client base and its own sports content. As a leader in the audiovisual market, the group look to us to support a variety of needs and initiatives.

MULTI-CHANNEL DISTRIBUTION

From streaming LaLiga content in China to enabling video clipping for Canadian Soccer, GOL linear tv channel and e-sport's UBEAT, Tellyo helps drive the delivery of Mediapro content. With LaLiga, Tellyo live streamed pre-match content to LaLiga's account on the Sina Weibo platform, enabling in-country fans to see unique behind-the-scenes content of players entering the stadium and warming up.



"With sports fans increasingly wanting more and better content 24/7, we're always looking for unique and innovative ways to help our sports clients engage with fans through audio and visual content. Tellyo is the perfect partner for us – a team and toolset capable of maximising content opportunities and delivering the technical expertise we require."

Natxo Imaz Erdoiza, Digital Projects CTO

TWITTER RADIO – AUDIO STREAMING

We facilitated Mediapro's unique use case to demonstrate how audio rights alone from live football games can be used to engage audiences. By delivering 'Twitter radio' streams, in which audio commentary only was live streamed from LaLiga games, we provided an innovative broadcast for fans globally. The audio was accompanied by a short video, which contained an image of the commentary team with audio visualisation played in a loop.

1M

Views

203

Number
of live streams

377h

Hours of live
streams



24/7 DVR DEMAND

Enabling its teams to easily go back and clip whatever is needed, Mediapro keeps some TV channels recording 24/7 within Tellyo. For instance, DVR access to their linear TV sport channels – with all games and pre/post-match punditry programmes – allow its digital team to engage fans not only during live programmes but also in-between, ensuring high engagement outside of high-profile live events.

The OneSoccer team access a 7-day recording of Canadian soccer to create highlights and cut whole games that are delivered to the client's own CMS, helping to amplify Canadian Soccer in order to reach more fans and grow its popularity.

2.8M

Reach

For video content created and shared via Tellyo during the 2019 Canadian Soccer season



ABOUT OUR PARTNERSHIP

As the governing body for 226 associations, overseeing a vast calendar of global events, the International Table Tennis Federation (ITTF) is one of the largest sports federations in the world. Its digital coverage continues to develop, helping the organisation to reach more fans and grow the sport's popularity.

We're extremely proud to support the ITTF's direct-to-fan video strategy season to season, enabling the federation to stream from more tournaments and matches, and share video clips as exciting moments happen on individual tables.

INCREASED LIVE STREAMING AND CLIPPING

Our Tellyo platform supports all of the ITTF's major tours and championships, as well as increased coverage from regional events in more remote locations within Fiji, Nigeria and India. The ITTF rely on us to seamlessly ingest live content, enable live clipping and deliver streamed content to engage global fans via social channels – and to feed ITtv, the organisation's OTT platform.

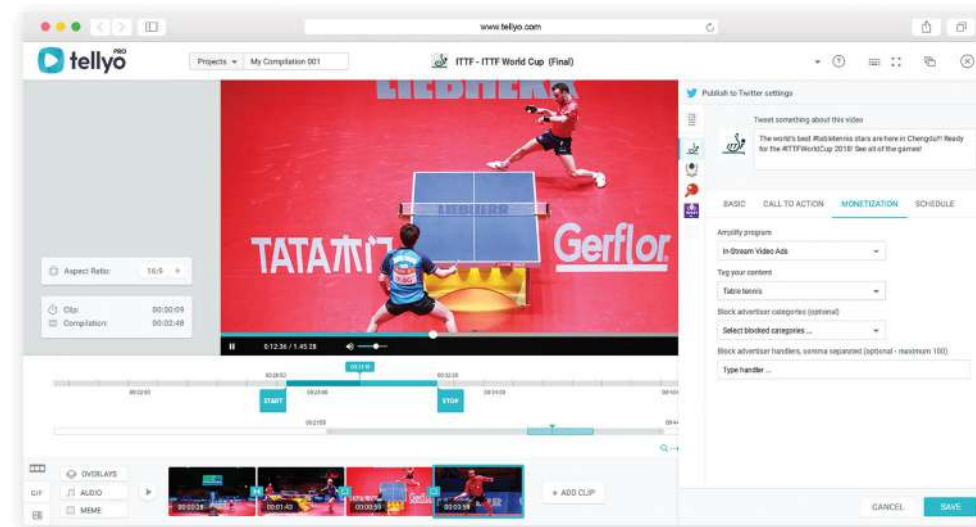
Use of Tellyo during 2018/19 compared to 2017/18 season:

400%

Increase in hours live streamed

200%

Increase in clips shared



Results for video shared via ITTF social channels during 2018/19:

40M

Reach

11M

Views

750k

Engagements

The key to our joint success is two-fold. Firstly, the ITTF's calendar of events and our platform's infrastructure go hand-in-hand, meaning we're always ready receive signals from any event in the world, however remote, thanks to localised deployments and signal delivery capabilities including IP and satellite. Secondly, we provide an extensive set of advanced tools to ITTF production teams, meeting their requirements on live highlights production, content access sharing, rights management, content distribution and live stream delivery.

"I cannot imagine life without Tellyo. The platform is at the core of our social video strategy, helping us to showcase dynamic sports content from multiple ITTF tournaments online. All-in-all, thanks to Tellyo, we're better able to entertain and excite our fans, dramatically improving our digital reach, video views and fan engagement levels across social media."

Matthew Pound, ITTF Marketing Director



ABOUT OUR PARTNERSHIP

As a long-standing partner, we're extremely proud that our work with Sunset+Vine has continued to evolve, with them frequently joining a working party on new upgrade features, which demonstrates a clear partnership between two ambitious companies. We work across the company's many sports productions, including Crufts, Super League Triathlon, the World Boxing Super Series, Hong Kong World Sixes, and the ECB.

DRIVING ECB FAN ENGAGEMENT THROUGH CRICKET CLIPS

Sunset+Vine package engaging highlights of ECB Test matches, T20 games and internationals. To produce these highlights, live streams are ingested into our Tellyo Pro platform where Sunset+Vine's digital production team utilise our powerful Editor to provide instant clips to cricket fans across the globe.

PARTNERSHIP POWERS ECB SUCCESS

Over the last year, we've continued to work in close partnership with Sunset+Vine to develop our platform and assist in delivering each of their client's vision. Sunset+Vine's digital team were the first to use our data-driven smart editor to automate video clip production, so speeding up workflows and ensuring ECB clips continue to reach cricket fans first as events unfold.

During a year in which England won the Cricket World Cup, social media reach and engagement through video clips has been at an all-time high for the ECB.

2019 TEST MATCH CLIPS HAVE SO FAR DELIVERED OVER 400MILLION IMPRESSIONS AND 100MILLION VIEWS.

Most popular Test match clip:



11.3M

Views

164k

Engagements

Most popular T20 clip:



15.9M

Views

80k

Engagements

"Tellyo gives us the speed of deployment and reliability we require, especially when covering so many fixtures for the ECB. The team has helped us immensely by developing adaptations within their infrastructure to meet our requirements, ensuring we continue to reach global cricket fans and drive greater engagement with ECB video content."

David Stranks, Executive Producer Digital at Sunset+Vine



ABOUT OUR PARTNERSHIP

The Guinness PRO14 Championship is a global rugby tournament that pits 14 teams from Europe and South Africa against each other in an exciting league format that culminates in knockout stages and a showcase final.

GROWING TOGETHER

Our Tellyo platform enables PRO14 to deliver a robust video content strategy that is driven by the creation and distribution of video clips to drive fans to its live streams. As a content rights holder this approach means videos can be quickly shared with rugby fans, so they're drawn to the action, as it happens.

ENABLING EACH PRO 14 TEAM TO CREATE THEIR OWN CONTENT

PRO14 also improved the fan experience by utilising features in Tellyo that allow controlled access to be given to its teams simultaneously. This has helped to grow PRO14's partnerships with team, while speeding up custom content delivery for fans in the process.

7971 clips created with Tellyo, in the last two seasons

EMBRACING NEW TECHNOLOGIES

Guinness PRO14 has always shown a commitment to innovation and embracing new technologies. We're proud to have worked with the championship's digital team for some years now, providing a platform to live stream games and clip videos specifically for social media channels.

During 2019 we've been delighted that our platform has become integral to pushing content to PRO14 TV, the championship's new OTT video platform.



As one of our beta partners, PRO14 has also been helping us with the on-going development of our platform's automated clipping solution and Stream Studio, our cloud-based vision-mixing product.

"We're seeing major growth in fan viewership and engagement related to the video clips we're now able to create and share in real time. This is all down to the video strategy we have been able to enact thanks to Tellyo. It plays a significant role in our direct to consumer strategy by giving us the means to elevate the online experience to new levels through engaging and timely content."

Peter Connolly, Digital Manager at PRO14 Rugby

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