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Liverpool Football Club's Innovative Pre-season Streaming Tactic

Challenge

As long time web-streaming advocates, Liverpool FC wanted to upgrade and broaden their broadband capabilities on their Liverpool.tv website.

Solution

Technical Details:

- Viewcast Niagara Pro
- 2 x Windows Media @ 350 and 800kbps
- 2 x Real, 350 and 800kbps using widescreen resolutions

Benefits

"Niagara Pro gives us the opportunity to jump to the next level in streaming video and deliver the absolute highest-quality video from SDI source to our fans, Since the Niagara Pro is so easy to operate, our TV engineering staff can stream video without any special training, which keeps our operating costs down"

**Matthew Quinn, Systems
Co-Ordinator for LFC's Digital
Media Department**

Industry > Football/ Live events
Partners > Viewcast
Equipment > Niagara Pro

The most successful club in the history of English football Liverpool FC (LFC) has grown from strength to strength since 1892 . One of five teams that have been awarded the prestigious UEFA Badge of Honour. LFC with its large and diverse fan base, wanted to be able to stream pre-season matches and training live to their website. The club turned to GPL to find the right solution.

So, when 'The Reds' kicked off with FC Lucerne in a pre-season match on July 16th 2008 it was streamed live on the web via a Viewcast Niagara Pro streaming video encoder. The Niagara Pro is easy-to-use, with professional-grade performance allowing LFC to make its games available to all its fans globally.

LFC upgraded to the Niagara Pro to broaden its broadcasting capabilities. For example; they streamed their popular match against Rangers Football Club of Glasgow, Scotland on August 2nd 2008. This game not only attracted crowds from the UK, but also from other countries including America. This match wasn't televised making the webcast a crucial aspect to Liverpool TV and their avid fans keen to watch the match. This years pre-season matches were also streamed to the web, they included friendly's with Thailand, Singapore and FC Lyn.

Live events streamed to the web can be achieved easily with the right equipment and technical advice. Working with Garland Partners you can buy, lease or even hire reliable, high-quality encoders, along with web hosting should you need it. We have the right technical skills and experience on hand to advise you as you plan your event. What better way to document an event, gig or special occasion and broadcast it out to the widest audience!

"Internet streaming for sports such as football means that the team can reach an even wider audience of fans from any location" **Lorna Garrett, Director GPL**

Live web-streaming is now accessible to anyone who has content to deliver over the internet or mobile phones. To find out how you can achieve this call **Garland Partners Limited** today to discuss your specific requirements.

Tel: 44(0)1455 221188 Email: info@gpl-uk.co.uk