

# INFRONT ADVANCED MEDIA SOLUTIONS



Infront Advanced Media Solutions acts as a one-stop-shop for producing, delivering, protecting and billing new media content, helping sport to broaden its audience globally.

#### **Infront's dedicated New Media Competence Centre**

Infront Advanced Media Solutions is Infront Sports & Media's dedicated competence centre for the distribution of new media sports rights through the provision of services to major web, mobile and IPTV players and telecoms.

This service helps rights owners, such as sports federations and leagues, to exploit existing media rights more effectively by exposing sports to a highly targeted viewing group and thus increasing their audiences.

#### **A one-stop-shop**

The company is a one-stop-shop for producing, delivering, protecting and billing new media content. The production and post-production facilities are located in Milan, Italy, where Infront Advanced Media Solutions uses its staff of experienced editors, commentators and producers to create dedicated new media coverage (video, text and images).

Infront Advanced Media Solutions provides end-to-end services to help its clients to maximise the potential of new media, including:

- Content production, editing and commentating
- Content aggregation for websites, channels and mobile portals
- Content distribution through media and video portals
- Enabling solutions: payment, encoding, streaming, customer care

#### **Tailor-made Services**

The company produces a variety of tailor-made new media services and broadcast programmes, including magazine programmes for the FIS Ski World Cup, the FIM Superbike World Championship, the Euroleague (Euroleague.tv) and Serie A.

The services are targeted at mobile operators, such as TIM, Vodafone and H3G; telecom companies including Telecom Italia; publishers like Gazzetta dello Sport and Corriere.it; broadcasters such as RTI and several foreign broadcasters; online portals like YouTube, Yahoo and Virgilio and end users.

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## Web-TV solutions focused on sports

Infront Advanced Media Solutions is also in charge of the official online broadcast services dedicated to the IIHF World Championship, the EHF EURO, the FIM Superbike World Championship and to the Euroleague Basketball, the most important European basketball competition. The company has handled the web-TV of the XV Box World Championship, with a daily streaming of all the matches. These web-TV solutions allow fans throughout the world to follow their favourite sports online.

## Mobile solutions focused on sports

Infront Advanced Media Solutions has developed a great experience in mobile solutions focused on sport. For the most important Italian telecommunication companies it is realising and delivering the near live videogoals and near live highlights of Serie A and the Champions League.

In partnership with TIM, Infront Advanced Media Solutions manages the mobile portal focused on sport and dedicated to TIM clients. Accessing the portal through the mobile phone, the user will see constantly updated news, photo-galleries and videos of the most important sports including Serie A.

Infront Advanced Media Solutions is also working on iPhone applications which will be launched during the 2009/2010 season.