

SPORTECH CAPTURE SOLUTION - STREAMING &amp; ENGAGEMENT

## UniSport Australia Selects Sporfie to Launch UniSportTV for National University Sports Coverage

CLIENT 

COUNTRY Australia

SOLUTION Sporfie X

**UniSport rolls out UniSportTV nationally. The streaming service offers live, video-on-demand, and access - with video clipping capability - to more than 1 million university sports participants and fans.**

**Opportunity:** In coordination with their members, and state and national sporting organisations, UniSport operates an array of regional, national and international sporting programs. With more than 40 sports in national championship format, UniSport hosts some of the largest and most highly anticipated university sporting competitions in the Australian sporting calendar and represent the pinnacle of student-athlete participation nationally. In today's direct-to-consumer, video-centric market, UniSport sought to offer all their universities the opportunity to have a live-streaming platform that would provide them their own channels to centralize sporting events and tournaments and reach millions of participants and followers directly.

**Collaboration:** Working together with UniSport and their media partners, high-quality capture of UniSport events is fed into the Sporfie streaming solution. All events are then accessed via the portal, which has the UniSportTV brand front and center. In addition, the 43 affiliated universities have a dedicated sports channel that allows access to all their university competitions and events - including training sessions. The additional implementation of an enhanced video clipping service provides many capabilities for fans and participants, including live and on-demand content.

### Benefits:

- Centralised cohesive access to a national university sport portal
- Scalable, easy-to-run, easy to manage and support streaming solution
- Easy-to-use User Experience (UI/UX) with direct access to all sports
- Flexible monetization: From free to paid; includes fundraising capabilities
- Clipping and automatic linking to social media channels for promotion
- Youth-to-elite sports training and video-centric coaching capability

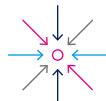


This new partnership with Sporfie marks a pivotal moment in the evolution of university basketball, as we embark on a new era of live streaming excellence. It not only elevates the viewing experience for fans but signifies a significant stride in the expansion and reach of the UBL."

**Mark Sinderberry**  
CEO of UniSport



## Value Delivered



### Centralisation

A centralised branded portal (a 'private YouTube'), which provides a unique sports destination for Australia's future sporting superstars, team organizers, managers, coaches, scouts, fans, family and friends the home of Australian university sports. Access is via a dedicated, easy-to-use interface that permits free, gated, or pay-to-view access (as required).

### Data Analytics

Every sign-up, visit, and engagement on the platform is tracked and available to UniSportTV and all universities via an analytics dashboard. This provides valuable insights into fan engagement development. The data offers a comprehensive understanding of the Australian University sporting landscape, empowering faculty to evolve their programs strategically in the future.

### Player Development: Amateur, Elite & Team

A key integration with Coach-Logic offers UniSportTV and all university sport coaches an ability to capture and analyze critical sport performance metrics (video centric). This enables them to make data-driven decisions that optimize training programs, monitor player progress, and enhance game strategies. Together, Sporfie and Coach-Logic provide a comprehensive view of both fan engagement and athletic performance, which empowers managers and coaches to refine their sports offerings. This results in a stronger sporting environment in Australia, producing more robust teams and successful athletes across all sports and at every level of competition.

### Marketing Automation

Sporfie's Live and Recorded Video-Clipping technology enables the instantaneous capture of exciting game moments, allowing teams, fans, and organizations to share highlights in real-time. With automatic sharing across social media and other marketing channels, Sporfie turns every key play into a powerful engagement tool, driving fan interaction and increasing brand visibility. By effortlessly transforming live sports moments into shareable content, Sporfie helps organizations amplify their reach and engagement, creating a dynamic fan experience and unlocking new promotional opportunities.