

# Sportsrocket & LTN: NLL Case Study



LTN and Sportsrocket provide end to end capture, encoding and distribution for NLL TV. This turnkey solution has allowed the National Lacrosse League to provide unprecedented access for fans to all 81 regular season games and playoffs, in the highest possible quality. The partnership enabled a hugely successful, big league digital presence on a limited budget.

## 9 NLL ARENAS



## OUR SUCCESS STORY

*"The combination of LTN and Sportsrocket was a game changer for NLL TV" said Justin Rubino, VP Business Operations for the National Lacrosse League. "Installing LTN in every NLL arena enabled the league to significantly increase the video quality and the fan experience worldwide."*

Powered by Sportsrocket, NLL TV is distributed to fans wherever they are on every device. LTN not only provides a better experience for fans but also allows valuable flexibility for global broadcast and partner distribution as the league expands.

## LTN SERVICE

LTN's one of a kind technology and fully managed transport services power solutions for a wide variety of customers. LTN's growth in event-based and full-time transmission has been powered by delivering on the demanding needs of the sports marketplace.

For sports rights owners, service providers and leagues, LTN combines the ability to serve both traditional linear broadcast and digital services to drive distribution to all consumer facing platforms. A cost effective, reliable, "Always On" solution enables the transition from legacy high priced transmission without sacrificing quality.

LTN is installed in hundreds of collegiate, amateur and professional sports venues with connections to major sports broadcasters and regional sports networks.

## SPORTSROCKET PARTNERS & SERVICES



### SPORTSROCKET vOS

Fully Integrated Video Operating System

#### SPORTSROCKET ARCHIVE MONETIZATION

Organizational management system for easily searchable and sellable video content

#### SPORTSROCKET TURBINE

Proprietary distribution technology to reach fans anywhere, anytime

#### SPORTSROCKET FanFinder

Our audience amplification service to grow brands and awareness

## TALK TO US

Interested in learning how LTN + Sportsrocket can supercharge your video distribution and fan experience?

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