



BLUE FRAME
T E C H N O L O G Y

IHSAA Champions Network Case Study



SUMMARY

The Indiana High School Athletic Association (IHSAA) Champions Network is a network of media outlets whose mission is to promote their member institutions and athletes and increase fan engagement. By selecting BlueFrame Technology as their digital video solutions provider, the IHSAA Champions Network has advanced their mission by creating more high quality content that is easily accessible by their digital community.

“To foster an engaged community of fans, you have to consistently create high quality content. Production Truck makes this possible on a week-in, week-out basis.” - Rick Vanderwielen
Executive Producer IHSAA

CHALLENGE

Prior to their partnership with BlueFrame, the IHSAA Champions Network digitally distributed their content through an ad supported streaming service. While this helped to offset the cost of streaming, it was accompanied by sponsorship restrictions, and it limited end viewer access to a third-party platform. The IHSAA was looking for a provider to:

- Help increase the quantity of content produced.
- Enhance value to the network sponsors.
- Streamline the process of discovering and accessing content.

SOLUTION

PRODUCTION

The IHSAA Champions Network has historically relied on third-party production companies for their tournament and championship events. By leveraging the capabilities of Production Truck™, BlueFrame’s live production and streaming software, the IHSAA was able to reduce their variable production expenses by over 80% for their soccer and swimming championships. With this savings and the ability to cost effectively create and distribute content through BlueFrame, the network expanded their production to include ten “game of the week” broadcasts.

SOLUTION CONT.

SPONSORSHIP

Most ad supported streaming services charge or altogether prohibit the sponsorship of content distributed through their system. By contrast, BlueFrame's software and service are specifically designed with sponsorship in mind. The IHSAA Champions Network has several sponsors who support the production and distribution of IHSAA content. Production Truck™ provides the tools to integrate these sponsor's image, audio, and video assets as a part of the production. BlueFrame's streaming service also allows for customization of the player poster image, lead-in video, and broadcast description to augment sponsor value.

"Our sponsors are vital to the mission of increasing exposure of our programs and athletes and making it accessible to all of our fans free of charge." - Chris Kaufmann
Assistant Commissioner, IHSAA

ACCESS

Making content free to the end viewer is a fundamental pillar of the IHSAA Champions Network. However, being freely available does not necessarily mean the content is easily or intuitively accessible. BlueFrame's white-labeled digital network approach provides the IHSAA Champions Network the tools to leverage their existing brand and digital presence to maximize accessibility. Instead of directing their viewership to a third-party platform to find IHSAA content, the IHSAA has embedded the BlueFrame media widget directly on ihsaatv.com. The media widget is a one time embed that automatically manages the complexity of updating a website and can be themed to match the scheme and layout of the hosting site. BlueFrame's streaming services provide support for desktop, mobile and other web enabled devices including Apple TV. The IHSAA Champions Network capitalizes on social media to increase awareness of events. Production Truck™, includes tools to immediately post images and video clips to social media to attract views into the live event.

FUTURE

The IHSAA Champions Network has created their own digital network that provides a platform for the association to take ownership of their messaging by cost effectively creating and distributing their content. The next steps for the IHSAA TV platform are to allow network affiliates to contribute their content to the platform and to expand platform support beyond the web. This is a win-win proposition for the affiliates and the fans. The IHSAA member institutions and affiliates will benefit from the exposure of the platform, and the fans will have a go to destination for high school athletics in the state of Indiana.

