

The Power of LIVE Video

At SilverLine, we've always known the power of video.

We launched this company to bring the best digital products to the endurance sports industry and video remains a key component of the service we provide our partners.

In recent years, audiences in this "on-demand world" are clamoring for more and more live coverage. If they can't be there, they still want to share the experience as it's happening.

Outside of a few major races, high costs and challenging logistics have prevented most endurance events from fully leveraging the power of live broadcasting.

We, at SilverLine, can help with that.

Our friends at Brightcove recently featured SilverLine in a blog post called [3 Ways to Take Your Live Event to the Next Level](#).

This insightful post outlines the benefits and growth potential of live streaming as well as specific, tactical steps to take to leverage this medium. It highlights how SilverLine's technology has our clients positioned to fully leverage LIVE.

Featured in this post is our client [Providence Cyclocross Festival](#) - a regional cycling event with a global audience. SilverLine provided a complete live stream and an engaging experience for their audience tuning in online.

In addition to live event video, SilverLine hosted a race day hub including live chat functionality and social integrations allowing the audience to stay plugged in and interacting throughout the event experience.

As the technology for live streaming improves, the media and sponsorship landscape seems primed for this new technology.

Just last week, Universal Sports TV Channel [announced it is shutting down in November](#).

Also, the Wall Street Journal reported that [Digital Ad spending in the US will surpass TV spending in 2016](#).

With fewer main stream media outlets to broadcast endurance events and with advertisers spending more on digital, this can only mean one thing for the endurance industry....the business opportunity of live streaming and digital activation is no longer a future concept...it is here.

You no longer have to have a TV broadcast deal to reach your passionate audience with live, interactive content. You just need a partner like SilverLine to help you take advantage of these trends and grow your business.

Shoot us an email and let's discuss how we can help your event leverage live broadcasting – info@silverlineathletics.com