

# LIVESTREAM CHOSEN BY HORIZON LEAGUE TO STREAM HUNDREDS OF DIVISION 1 COLLEGE BASKETBALL GAMES LIVE

EXCLUSIVE DEAL EXPANDS ATHLETICS CUSTOMER BASE; FOLLOWS LAUNCH OF LIVESTREAM SPORTS SOLUTIONS DIVISION



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**NEW YORK (Nov. 9, 2009)** –The Horizon League and WebStream Productions Inc. have chosen Livestream, the leading live Internet video platform, to broadcast hundreds of regular-season, NCAA Division 1 men’s and women’s college basketball games beginning November 13.

Under the exclusive deal, live game broadcasts will be available for free viewing at [www.horizonleaguenetwork.tv](http://www.horizonleaguenetwork.tv) along with regularly updated highlights and on-demand content.

“We are excited to partner with Livestream on the new Horizon League Network site. The power of their video platform including live streaming, on-demand content, automatic recording, archiving and APIs make Livestream the perfect fit for the Horizon League,” said John Servizzi, president of WebStream Productions.

The partnership is the latest in association with the recently launched Livestream Sports Solutions division, which is focused on delivering best-of-breed live streaming partnerships for athletic organizations. The Horizon League, with its perennial slate of NCAA Championship contenders, joins a growing number of leagues and networks that rely on Livestream for sports webcasting, including the CollegeFanz Sports Network, National Lacrosse League and the Kansas City Chiefs NFL franchise.

“This partnership with the Horizon League and WebStream Productions is yet another example of how Livestream technology is transforming the way

sports organizations bring live video to their fans,” said Max Haot, CEO of Livestream. “We are excited to be working with WebStream Productions on their coverage of Horizon League athletics and look forward to helping other sports organizations do the same.”

“We are pleased to partner with WebStream Productions and Livestream to bring our fans and alumni a high-quality, live streaming video experience,” said Horizon League Commissioner Jonathan B. LeCrone. “The Horizon League Network is a vital marketing and communications platform. Our partners are helping us maximize its potential.”

## ABOUT LIVESTREAM

Livestream (formerly Mogulus) provides everything needed to easily live stream video and engage an audience. Producers can use Livestream to stream live, linear and on-demand Internet television to multiple devices through a single, highly customizable player. The service is available in both Free (ad-supported) and Premium (ad-free, white-label, higher-quality) packages. Unique features include the ability to mix multiple live cameras, overlay graphics, desktop streaming with 3D effects, and social chat. Founded in 2007, the Livestream is based in New York and includes Gannett Co. as a minority shareholder and investor.



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## **ABOUT WEBSTREAM PRODUCTIONS**

Founded in 2006, WebStream Productions is a leader in live sports webcasting with clients including the NCAA, Horizon League, Indianapolis Indians and Indiana University-Purdue University Indianapolis (IUPUI). Producers of more than 400 live events each year and countless features, interviews and other on-demand content, WebStream Productions is committed to delivering television-quality content to computer screens and portable devices.

## **ABOUT WEBSTREAM PRODUCTIONS**

Comprised of 10 public and private institutions of higher learning, the Horizon League is an NCAA Division I athletics conference that sponsors 19 intercollegiate championships and is headquartered in Indianapolis. The League and its member institutions aspire to teach young people, through athletic competition, the value of learning, service to others and personal responsibility.

Member institutions of the Horizon League are Butler University (Indianapolis), Cleveland State University, the University of Detroit Mercy, the University of Illinois at Chicago, Loyola University Chicago, Valparaiso (Ind.) University, the University of Wisconsin-Green Bay, the University of Wisconsin-Milwaukee, Wright State University (Dayton, Ohio) and Youngstown (Ohio) State University.

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