



SNTV
Digital

INTRODUCTION

SNTV has set the standard for sports newsgathering in its 15 years as the world's most comprehensive provider of fast, relevant and high-quality sports news and highlights. Leading the pack in terms of global newsgathering, rights acquisition, content generation and distribution, no other company provides such wide ranging footage from all corners of the world. This year, SNTV will be launching its new **SNTV Digital** service to make many of its exclusive features available online.

Co-ordinated from our offices in London, New York, Singapore and Beijing, SNTV's crews are present at all major sporting events worldwide, ensuring that no sports story goes uncovered. Our content ranges from events at the scale and magnitude of the Olympics and the FIFA World Cup, major football leagues, grand slam golf and tennis, through to bizarre sports such as wife carrying.

Here at SNTV, we understand that when it comes to sports, there can be no compromising on quality. Delivering all the latest news and digital highlights up to HD standard, we provide an unrivalled digital experience across all sports, distributed in the shortest amount of time possible and including the best and broadest content.

MAIN FEATURES

- Three tailored sports packages to suit all needs: Football / All Sports / Key Events
- Unique blend of technical delivery options: Self-Select / FTP / MRSS / embeddable player
- Raw content or fully produced clips available, with or without voice-over
- Well over 4,000 digital video clips per year
- Content breakdown: 40% news, 60% highlights

The essential guide for sports fans everywhere, SNTV understands the viewers' passion for sports and delivers the best on offer.



COVERAGE

SNTV offers unrivalled coverage of the greatest events from around the globe, available in **three premium packages** to cater to your requirements.

For the football fanatics we have an extensive collection of content from the greatest leagues around the world; for the all round sports enthusiasts we have a complete package of everything from cricket to rugby, athletics to motorsport; and finally, the most important events of the 2012 sporting calendar, the UEFA European Championship and the London Olympic Games.

Football

- Top leagues
- Match / event highlights
- Reactions
- Press conferences
- Training
- Interviews
- Features

All Sports

- Football
- Athletics
- Winter Sports
- Motorsports
- Golf
- Cycling
- Equestrian
- Rugby
- Cricket
- Volleyball
- Basketball
- The extreme and the bizarre

Key Events

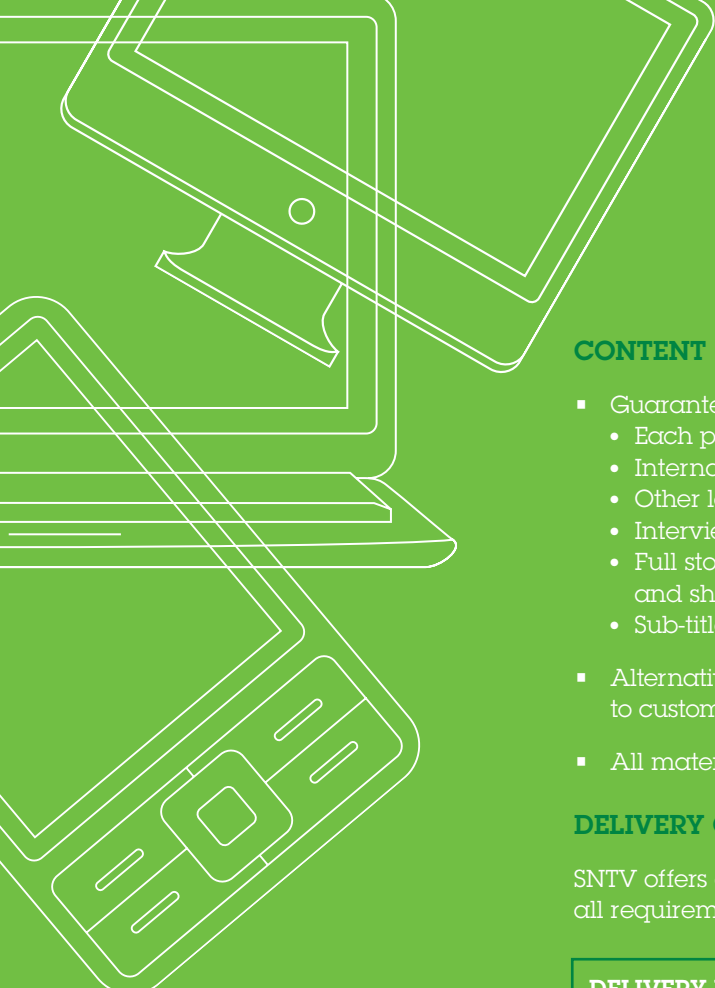
SNTV will be there to bring you all the latest news and exclusives from the two most hotly anticipated key events of 2012.

The UEFA European Championship is the second biggest international football tournament in the world with many of the best teams in attendance including the World Cup holders and defending champions Spain. SNTV will be on site in both Poland and the Ukraine to bring you the latest news and interviews from the best venues, complete with team training, press conferences, exclusive features and much more.

The Olympic Games coverage is already available as we start the countdown to London 2012, producing a steady stream of news items around the Games as London continues to prepare. During the Games we will bring breaking news stories, reaction from the winners, the losers and the fans, as well as looking at some of the quirkier stories around the Games.

Other content sets **customised to your needs** (for example, specific sports) also available.





CONTENT

- Guaranteed at least 10 videos per day
 - Each produced video clip will typically be 60 - 90 seconds long
 - International sound or voiced in English
 - Other languages available on request
 - Interviews in native tongue wherever possible
 - Full story information with lead-in, script timed with pictures and shotlist
 - Sub-titles available as optional extra
- Alternatively clients can receive our raw edits (typically 2-4 mins long) to customise themselves
- All material is cleared for all platforms

DELIVERY OPTIONS

SNTV offers a unique combination of delivery options to suit all requirements:

DELIVERY METHOD	
AUTOMATED	Configured to client needs, and available for both raw and fully-produced clips, with metadata. Delivered automatically as FTP or MRSS feed
DOWNLOAD:	Clients can browse, search and download raw and fully produced clips directly from SNTV's digital platform
EMBEDDABLE PLAYER	Clients can browse, search and select fully produced clips to embed into their website and integrate seamlessly with client ad serving solutions

MEDIA TYPES AND FORMATS

BROADCAST	Ideal for broadcast systems and workflows	MPEG2 6mpbs + audio
ONLINE	Perfect for online video publishing systems	H264 at multiple bitrates + AAC audio
WEB & DEVICE READY	To enable delivery to any connected device: TV, tablet, mobile	H264 at multiple bitrates + AAC audio

SNTV understands that you may have other technical requirements and can enable all industry-standard formats, as well as custom integration. Please contact us for more information.

For further details please visit our website at www.sntv.com

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