

Rapidly edit and publish sports clips and highlights



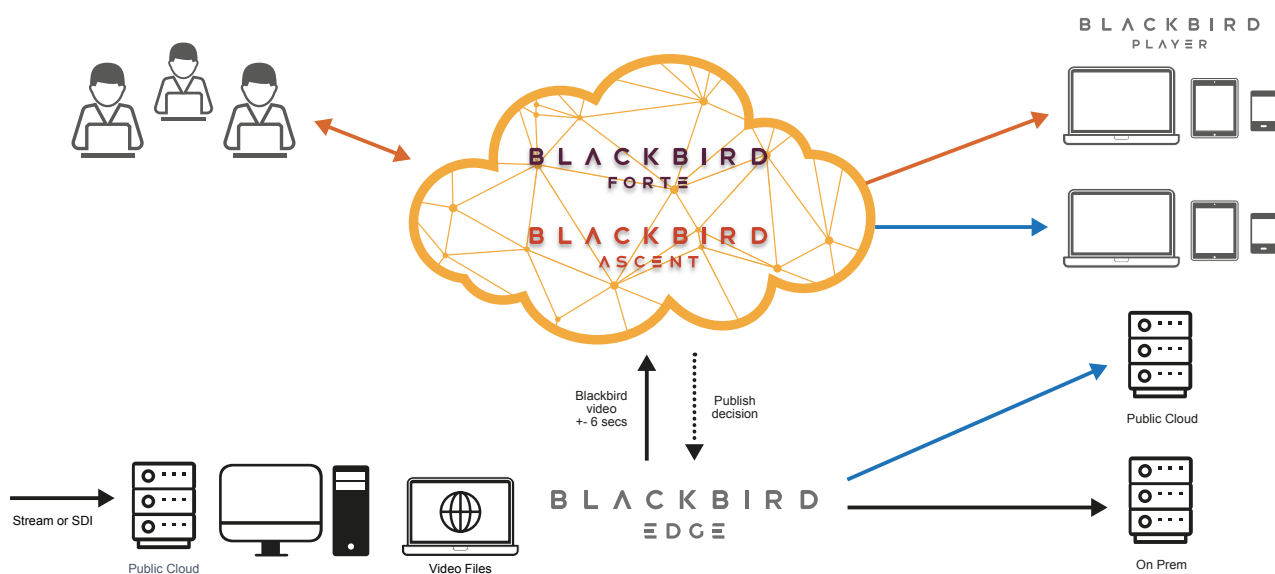
The only video platform built natively for the cloud – trusted by premium sports rights holders and service providers including IMG, Deltatre and Eleven Sports.



Today's sports fans expect to see clips and highlights of their favourite teams and players on media outlets as soon as possible. Rights holders seek to use video to drive effective monetization

of content through free and premium services. To meet this requirement and build strong fan engagement, Blackbird is your ideal solution.

Platform Overview



Rapidly create clips and highlights packages



- Easy to use, fully-featured professional level cloud-based editor for all skill levels.
- Precision access to video content enables key moments to be located quickly.
- Edit short clips of favourite sporting moments seconds after live.
- Create multi-clip edits, compilations and crafted highlights reels.
- Insert VOD assets, sponsored content and mobile clips into your videos.
- Real time video and audio transitions.
- Multiple audio and video track support including overlaid stills and animations.
- Produce closed captions.
- Record voiceover directly on to your timeline.
- Rapidly access archive content.

Monetize your content



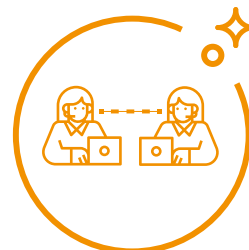
- Deliver content to subscriber platforms for premium services.
- Use the speed of social media to drive engagement and traffic to effective monetization platforms.
- Share branded content videos in real time to Facebook.
- Tag sponsor and advertising partners in the video content.
- Integrate sponsor branding into live broadcasts.
- Create highlights using the Blackbird non-linear editor (NLE).
- Share clips with sponsor branding to Twitter.
- Promote OTT subscriptions and other services using real-time highlights.
- Integrate promo messaging into digital live streams.
- Add bumpers and lower-third graphics for promo messaging.
- Add pre/post roll adverts to videos.

Quickly share video content to any platform



- Publish clips and highlights to websites, apps and OTT services.
- Share to social media platforms including Twitter, Facebook, and YouTube.
- Tag people, brands and pages in social posts to drive content reach and engagement.
- Publish once, distribute to many destinations in a variety of video quality formats.
- VOD broadcast quality video outputs.

Complete freedom and significant ROI



- Your team can work simultaneously on the same workflows and projects in real time.
- De-coupling of ingest and edit content enables remote editing from anywhere.
- Easy to learn and works in a browser on very low bandwidth – no need for expensive editing suites, training and travel costs.
- By working in the cloud all the processing power you need is performed remotely.
- Interoperable with your existing infrastructure and systems as well as all major public cloud providers.

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