

HTC Broadcasts The BeachBall Classic via the Internet

By Nicole Hyman, HTC Senior Marketing Coordinator

The annual BeachBall Classic brought some of the best high school basketball to 17 foreign countries and 47 states thanks to HTC's web cast of the event held at the Myrtle Beach Convention Center. The games were viewed all over the United States and numerous international locations including Europe and Afghanistan. Other countries include the United Kingdom, Sweden, Italy and Korea.

From Monday, December 26 through Friday, December 30, boys' high school basketball fans on both sides of court could view the 15 championship bracket games via the internet on www.sccoast.net and www.htcnetracer.net. Fans could also view the games by visiting the Beach Ball Classic website at www.beachballclassic.com and clicking on the "Watch Now" link. Each game was recorded and archives were made available for viewing after each game.

"It was amazing to see the overwhelming response from fans not only in the United States, but around the world that have chosen to view some of the best high school basketball online. We are thrilled to see that thousands of fans have taken advantage of this unique opportunity made possible by HTC," said John Rhodes, BeachBall Classic Executive Director.

"The statistics prove that the demand for online viewing is there and providing this option is critical to families and fans that are unable to attend the tournament in person. Even the troops serving our country in Afghanistan can feel like they are in the arena with one click of the mouse," said Tom Vitt, HTC Director of Marketing. "This is a win-win situation for the BeachBall Classic, HTC and the fans. We were proud to be the local partner to make this a reality for basketball fans around the world."

The Beach Ball Classic, one of the premier invitational high school basketball tournaments in the country, was eager to try new media last year for the tournament's 25th anniversary. "As the leader in high school basketball tournaments, we were very excited about being one of the first to broadcast the games LIVE via the internet," said John Rhodes, Beach Ball Classic Executive Director. "It was the best way to kick off the 25th Anniversary of the Beach Ball Classic. With up and coming NCAA and NBA players on just about every team, interest in each team's home market is very high, so there is a built in audience for the streaming video."

"We were proud to have the option to provide streaming video of all winners' bracket games, all the way through to the Championship Game Saturday night," said John Rhodes, BeachBall Classic Executive Director. "With the help of HTC, we were streaming these games live via the internet, and we feel like we are on the cutting edge of what will eventually become the way we view sports. This is an outstanding example of local partners making our event available worldwide. Fans of each high school could watch their teams live via a broadband connection."

“Utilizing video and audio from Lucky Dog Television Productions, the video was encoded on site at the Convention Center,” said Tom Vitt, HTC Director of Marketing. “The encoded video signal was then forwarded to a media server. The feed was then made available in a streaming video format over the Internet so all interested viewers could watch the event.”

HTC is looking forward to offering more local events via the internet in the near future. Fans can view the archives via the internet on www.sccoast.net.

For more information concerning the Beach Ball Classic for 2006, contact John Rhodes, Executive Director, at 213-0032 or visit www.beachballclassic.com.

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