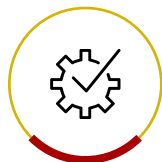


CASE STUDY



***CBS Sports Network
Brings Fans the
Excitement of 2020
NCAA Season via
BitFire and Gravity
Productions
Partnership.***



CHALLENGE

- COVID-19 has demanded on-the-fly decision making when it comes to the 2020 NCAA basketball schedule.
- Not only has the schedule been erratic, production teams are unable to attend games or travel with the team due to health safety concerns and restrictions.
- CBS Sports Network (CBSSN) needed a dependable and flexible solution for maintaining its tradition of bringing college fans the excitement of the NCAA season.



SOLUTION

- CBSSN engaged with event specialists and packager, Gravity Productions. Understanding the needs, Gravity partnered with BitFire to streamline production and improve workflow challenges in this new landscape.
- Gravity housed a mobile unit with BitFire servers at the game venue to send feeds to the CBSSN announcers in their production facility at Freedom Broadcast Center in New Jersey where announcers call the game in near real-time.
- Simultaneously, the feed was also sent to Gravity's California headquarters for the above-the-line production (producer, director, AD), graphics and replay.



RESULTS

- BitFire technology allowed Gravity to maintain the high-quality final production that CBSSN expected. With the ability to distribute multiple synced feeds, the announcers and the production crew worked together seamlessly, despite their separate locations. The setup also allowed Gravity to limit the amount of crew onsite at the venue, creating a safer work environment at all locations.
- Through this partnership fans have enjoyed the excitement of the 2020 season as together, BitFire and Gravity have overcome unprecedented challenges.