



BLUE FRAME
T E C H N O L O G Y

NJCAA TV Case Study



SUMMARY

The National Junior College Athletic Association (NJCAA) is the governing body of two-year college athletics whose mission is to promote the programs and athletes of their member institutions. By selecting BlueFrame Technology as their digital video solutions provider, the NJCAA has advanced their mission by providing a platform to highlight the events of their member institutions throughout the year and to showcase the tournaments and championships of the NJCAA. NJCAA TV is the premier platform for members of the NJCAA to contribute their content and for recruits, student-athletes, alumni, and fans of the NJCAA to engage with their teams.

CHALLENGE

The NJCAA is the second largest national intercollegiate sports organization comprised of three divisions and over 500 member institutions. The NJCAA governs 28 sports and over 50 national championships annually. The NJCAA was looking for a video solution provider to:

- Showcase the national championships
- Aggregate content from across the association
- Integrate with the other technology providers across the membership of NJCAA

SOLUTION

SHOWCASE

In the 2015-16 academic year, the NJCAA broadcast over 330 tournament and championship events on the NJCAA TV platform. The challenge of organizing this number of broadcasts was compounded by having many of these tournaments occurring simultaneously. Managing the process of getting broadcasts to the right place, ensuring a consistency in the look and feel across all of the broadcasts, and providing the flexibility to integrate with every producer's workflow were the priorities for the network.



SOLUTION CONT.

SHOWCASE

BlueFrame's production and streaming software, Production Truck™, and its integration with BlueFrame's content management system was a critical piece of this workflow. First, the BlueFrame content management system allowed all the broadcasts to be centrally scheduled and managed at an association level, and its role based permissioning system allowed broadcasters from around the country to be added as users with appropriate access to these events. Next, Production Truck's™ direct access with the BlueFrame content management system eliminated the need for broadcasters to tediously copy and paste or export settings from one system into another. The integration also managed the lifecycle of the broadcasts from upcoming, to testing, to live, to archived keeping these states perfectly in sync for both the broadcaster and end viewer. Finally, the Production Truck™ integration provided a mechanism for managing the distribution and application of graphic assets. BlueFrame customized graphic templates with NJCAA branding for each sport to provide a consistent network look across all the broadcasts. The graphics engine in Production Truck™ seamlessly integrated with the various broadcast configurations in place at each venue.

AGGREGATE

In addition to the championships, BlueFrame is proud to provide streaming services to over 30 NJCAA member institutions who streamed over 1800 events through the NJCAA TV platform. These members have the opportunity to bring the exposure of NJCAA TV to their broadcasts. This is accomplished through the BlueFrame media widget. The BlueFrame media widget is a simple embeddable HTML code that a client can configure to have their content automatically display on their website. End viewers can quickly sort through the content by school, sport, title, playlist, or date. The NJCAA TV media widget is configured to have the content from all NJCAA member institutions appear on njcaatv.com. Each member institution also has the ability to customize and embed a BlueFrame media widget on their own official athletics website or take advantage of the web hosting services provided by BlueFrame.

INTEGRATE

A crucial element when the NJCAA was looking for a video solutions provider was the ability to integrate with njcaatv.com, hosted by Presto Sports. BlueFrame's media widget was able to integrate directly into the NJCAA TV website. The NJCAA media widget was customized to match the theming of njcaatv.com and to display the all the content of the NJCAA with priority placed on the championship content. The BlueFrame media widget has been specifically designed to integrate well with any modern web hosting service.

FUTURE

BlueFrame is proud to be the streaming partner for the NJCAA and platform provider for NJCAA TV. BlueFrame is working closely with the NJCAA to provide the most attractive digital network for their members to contribute content and for fans of the NJCAA to engage with it.

