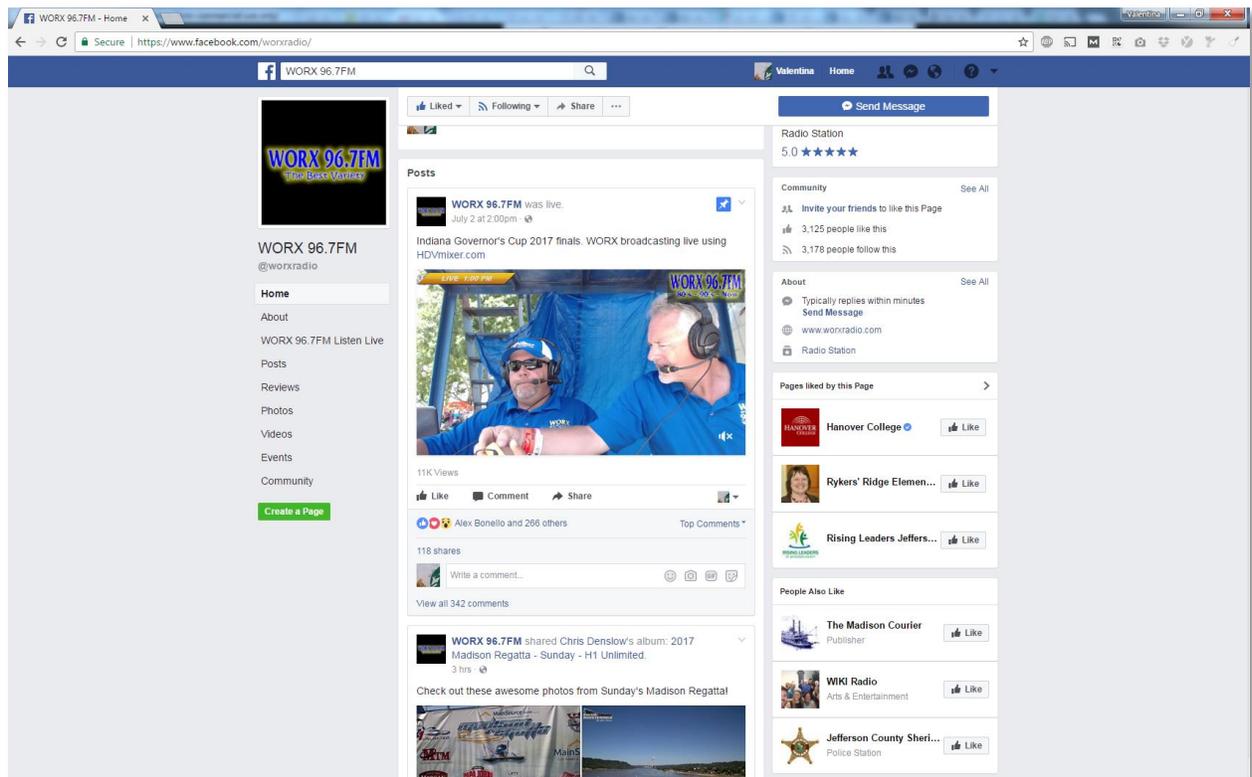




WORX 96.7FM Case Study

Indiana Governor's Cup H1 Unlimited Hydroplane Race coverage using HDVMixer



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Company profile

On July 2nd, WORX radio from Madison, IN covered the 2017 Indiana Governor's Cup H1 Unlimited hydroplane race and streamed it to Facebook Live simultaneously.

[WORX](#) is Madison's local radio station since 1950. WORX 96.7FM serves Southeast IN and Northern KY consistently covering ALL Jefferson County High School teams in Football, Basketball, Baseball & Softball and providing the listening area with coverage of all local festivals and events, as well as news and weather information.

WORX is the 10-time winner of the Best Radio Coverage Award for Unlimited Hydroplane Racing. For years hydroplane racing fans demanded TV coverage of the events, but TV stations were not commercially interested in covering it. The team at WORX knew there should be a way to cover the event using state of the art social media video streaming platforms.



Facebook Live streaming challenges

- To avoid expensive video production gear that would need expert operators and special transportation.
- To obtain a compelling professional looking Facebook live video broadcast that could keep up with fans who wanted to follow very fast moving watercrafts over a 2 mile long track.
- To do the above with the moderate human resources that WORX is already assigning to the event.
- A Facebook fan page with less than 3K followers that was not generating any viral traction of their events coverage, although there was a huge fan base out there for the sport.
- Spread the word out that their Facebook fan page now had live video coverage of the hydroplane race.

Technical situation

The team at WORX had limited experience with video production, having experimented with recording interviews at the venue using a smartphone and uploading these to their Facebook fan page.

Their human resource investment in for social media was considerable; they assigned a social media manager and a camera operator at the event. This represents 40% of a task force of a total of 5 people assigned to this event. They wanted to generate organic engagement in social media effectively and without a TV-like budget.

Solution

John Lynch from BSWUSA.com suggested using HDVMixer's Visual Radio Sports Package (SKU: HDV-SPORTS). This specific HDVMixer solution is tailored to broadcast video from events and remotes taking advantage of Facebook Live and YouTube Live social media streaming platforms.

HDVMixer Sports is a one-box video production solution tailored for sports remotes. It integrates video from two cameras, lower thirds, graphics, sponsors logos and social media interactions in an automated manner, so that a social media manager can easily operate it. HDVMixer Sports runs on a laptop computer (included in the package), adapting to the most constrained press boxes.

John Lynch from BSW set up the HDVMixer Sports package at the race press box, and one operator updated lower thirds, station's logos and other graphics matching the station's brand.

BENEFITS

One box compelling video production

They used the robotic PTZ camera included in the HDVMixer Sports package, smoothly moving along the whole track to follow the action, zooming out for wide shots and zooming in on specific situations to capture every exciting moment in the race. The extra fixed camera included in the HDVMixer Sports package was used to shoot the commentators at their booth.

The same robotic camera was used during breaks to shoot interviews while continuing the streaming.

They also shared snapshots with highlights of the live streaming posted to their social media outlets directly from HDVMixer, calling their audience back to the streaming throughout the day.



Video snapshot taken from the Facebook Live streaming, showing zoom-in into the action.



Beauty pageant participants, during race break covered with HDVMixer too.



Video snapshot of heat race winner taken from the Facebook Live streaming.

Record Metrics with more than 51K views from a one day event

WORX investment in HDVMixer Sports package paid off right from the start line. The Facebook Live broadcast from the Indiana Governor’s Cup started at 10:42am EST on July 2nd, 2017.

In no time 150+ viewers were watching live. The event went viral very shortly after, as 137 users shared the morning broadcast in their Facebook pages.

In total, there were three Facebook live broadcasts in the same day that were shared by 289 users, obtaining 27.5K views and reaching up to 113K+ users on the social media platform.

All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/02/2017 9:42 am	Indiana Governor's Cup. WORX broadcasting live using HDVMix	Video	Global	52.9K	3K 1.2K	Boost Post
07/02/2017 1:00 pm	Indiana Governor's Cup 2017 finals. WORX broadcasting live using HDVMix	Video	Global	38.4K	3.7K 1.9K	Boost Post
07/01/2017 1:20 pm	Heat 1A U-1 Homestreet Bank/ Miss Madison Jimmy Shane taking	Video	Global	17.9K	3.1K 507	Boost Post
07/02/2017 11:26 am	Indiana Governor's Cup. WORX broadcasting live using HDVMix	Video	Global	12.8K	745 322	Boost Post
06/30/2017 9:30 pm	Thanks for coming, talking with us today, and being a great #Madison	Text	Global	6.1K	648 180	Boost Post
06/27/2017 7:00 pm	2017 Regatta Waterball Fight finale	Video	Global	5.4K	506 97	Boost Post
06/25/2017 1:01 pm	Where can you find us this week? MON: Miss Madison Regatta	Text	Global	4.5K	136 74	Boost Post
06/22/2017 9:09 am	Local musician Jessie Strassell Music will be live in the studio to	Text	Global	3.6K	114 54	Boost Post
06/22/2017 9:09 am	EF-1 Tornado on the ground from the National	Text	Global	3.2K	488 25	Boost Post

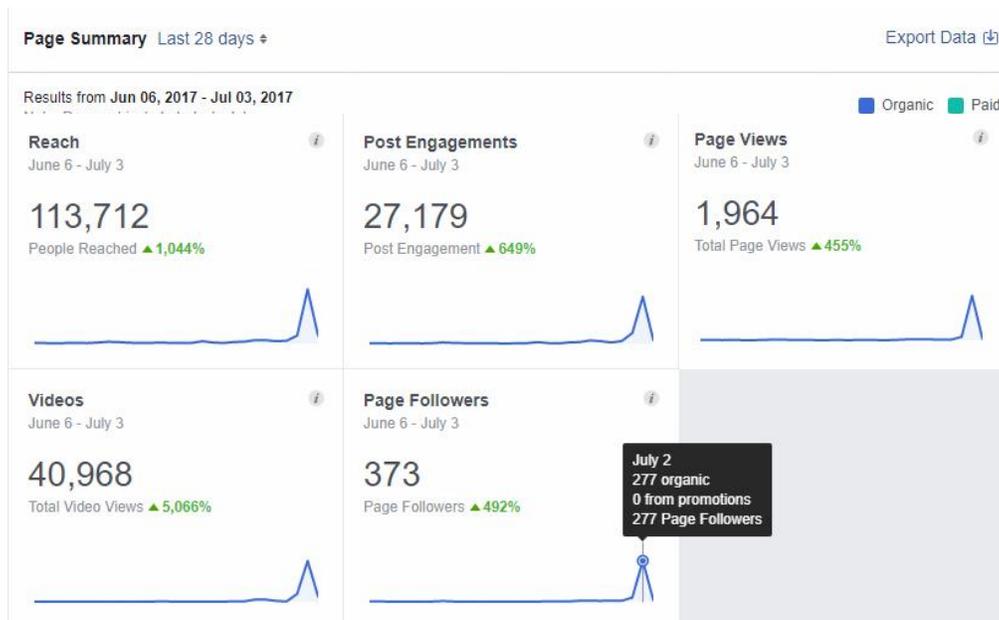
With just one day of using HDVMixer Sports, WORX Facebook fan page insights skyrocketed. Followers were up 7%, post engagement was up 1,225%, reach was up 1,063%, post engagements was up 1,225%, videos total views were up 7,892%.

WORX Facebook event by the numbers

- 277 organic new followers
- 27K video views on the day of the race
- 650 combined video comments
- 280 combined video shares
- 113K people reached



WORX radio Facebook fan page insights overview



Amount of Minutes of Video viewed in the last month

