

Supponor leads the way with live match streaming demonstration

Company joins forces with HJK Helsinki to demonstrate the benefits of

DBRLive for sports governing bodies, sponsors and sports marketing agencies

Helsinki, Finland and London, UK – June 2010 - Supponor teamed up with Finnish football club HJK Helsinki to score an internet first for the advertising industry.

The company demonstrated the capabilities of its DBRLive technology by streaming an entire HJK match live on the club's official site – complete with replacement advertising.

Supponor is now promoting the service to other clubs and other sports to show how DBRLive can help them create new advertising opportunities and increase revenue.

DBRLive benefits sports governing bodies, clubs and sponsors by digitally inserting replacement billboard images into the live TV feed of a match with the result that advertising content can be tailored to suit different audiences.

For HJK's Finnish Cup quarter-final match against VPS Vaasa, Supponor put a production team into the Finnair Stadium and worked alongside the club to stream the whole game live on HJK TV.

"This was very significant because we are the first people to achieve graphics of high enough quality and to successfully mask the players during the match," said Chris Buckley, CEO of Supponor.

"The Finnair Stadium has static billboards and we were able to replace them with virtual billboards in the live streaming.

"We did it because we wanted to show people in sports advertising what we are capable of delivering. All the feedback we have received indicates this was a great success and we now look forward to doing the same for other partners."

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