

## Wimbledon and Livestream Team Up to Deliver “Live @ Wimbledon”

*“Live @ Wimbledon” will include live video programming with real-time chat, photo, social media and text updates.*

**NEW YORK, NY – 6/25/2012** – The market leader for live event coverage, [Livestream \(Livestream.com\)](http://Livestream.com), today announced its partnership with The Championships, Wimbledon to broadcast “Live @ Wimbledon”. The livestream will be broadcast as part of the overall “Live @ Wimbledon” event page and provide an interactive experience featuring live video with real-time chat, photo, social media and text updates.

Throughout the event, Livestream will broadcast live video content onto [Wimbledon.com](http://Wimbledon.com) for up to 5 hours a day, delivering over 65 hours of live programming including key matches, player interviews, press conferences, score updates, “off-court” reports and behind-the-scenes access. Additionally, the stream encourages fan interaction and will combine a studio presentation with on-site reporters to produce compelling, exclusive web programming.

The partnership marks the first time Wimbledon will broadcast live matches on the web free of charge. The livestream will be available at [Wimbledon.com](http://Wimbledon.com) and [new.livestream.com/wimbledon](http://new.livestream.com/wimbledon). Features of Livestream’s service include a high quality encoder, HD adaptive bit rate video player, mobile compatibility and DVR capabilities, which allow viewers to rewind the broadcast in real time.

“We are thrilled to be partnering with Wimbledon, tennis’ best known and most prestigious tournament, to livestream the matches that everyone wants to see,” said Max Haot, Co-founder and CEO of Livestream. “For tennis fans who cannot attend the matches in person, “Live @ Wimbledon” offers them a chance to feel part of the action with our HD quality video and interactive features.”

In its goal to re-imagine live video, Livestream is partnering with a growing list of content partners including Facebook, The New York Times, Marvel, Food Network, CNET and TEDx.

The online Live @ Wimbledon programming will be available in the following territories: UK, US & The Americas (excluding Brazil).

### **About Livestream:**

Livestream (Livestream.com) is the market leader for live event coverage. With simple to use technology, our service allows anyone to broadcast live to the web, as well as being the top destination for live content from around the world. Our content partners include Facebook, The New York Times, ABC News, CBS News, Associated Press, HBO, AT&T, PepsiCo, Electronic Arts, Adidas, The Academy Awards, Warner Bros. Records, Paramount Pictures. Livestream operates with over 120 full-time staff members in 5 offices—in New York, Los Angeles, Bangalore, Sao Paulo, and the Ukraine. The service is available for free (advertising-supported) or as a feature-rich, monetizable, premium subscription for business. The new.livestream.com is an innovative new platform, available in beta, that combines live event coverage with real-time photos, text, and video clip updates posted using web browsers or mobile devices. The technology supports live blogging, live and on-demand HD video powered by Akamai HDNet, and real-time posting tools.

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