

FOR IMMEDIATE RELEASE

Digotel launches GoLiveClip App – Empowering viewers to create instant video clips from live events

Geneva, September 7th 2015 - Digotel, a leader in multi-platform live streaming and digital media services, today announced the launch of GoLiveClip for iPhone. The new app gives viewers the ability to instantly create and share short video clips directly from broadcasters' live coverage.

GoLiveClip, a white-labelled app, drives audience engagement by allowing viewers to interact with live streams to create and publish clips of favourite moments to social media while ensuring that broadcast rights are adhered to. Broadcasters and Rights Holders are keen to achieve maximum exposure of event coverage without losing control of content; GoLiveClip provides the means for authorised video sharing.

Yle, the Finnish Broadcasting Company, is the first major broadcaster to use the GoLiveClip App for a series of sports events, starting with the Finnish Championships in Athletics. Yle's version of the app is branded "Yle Katso ja jaa" literally meaning "watch and share". Viewer generated video clips are instantly available to App users, shared on Twitter, and immediately posted to Yle's website (<http://yle.fi/urheilu/>). The result is a real-time playlist of viewer generated clips and comments around the live event.

With the rapid expansion of video on social media networks, Yle Katso ja jaa provides Yle with a platform to further engage their viewers around live events, harness the reach of social media platforms, while keeping control of media rights to the event. Vesa Ramet, Producer, Yle Sport said "we are excited to use Yle Katso ja jaa enabling our viewers to instantly create, share and comment videos clips of our live event programming, adding a new social dynamic and viewer interaction to our online sports coverage."

David Owen, Managing Director of Digotel said "we are proud to be working with Yle, a leading broadcaster in Europe, providing additional social media products to their already extensive range of viewer options. Working in the online sports industry for the last 10 years, we understand the need for viewers to immediately engage and express their emotions during live events, balanced against the requirements of Rights Holders to retain control of their content online and on social media platforms."

Yle Katso ja jaa is available for download on the App Store at <https://itunes.apple.com/us/app/yle-katso-ja-jaa/id997906740?ls=1&mt=8>

Further information on GoLiveClip is available at <http://www.digotel.com/goliveclip>



About Digotel Sàrl

A leader in multi-platform live streaming and digital media services, we are passionate about sports. Over 10 years of experience in live online sports video has developed our expertise across this rapidly evolving and exciting business. We provide rights owners with a range of innovative digital media products and services in line with changing viewer habits and evolving rights holder audience engagement strategies.

Contact

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