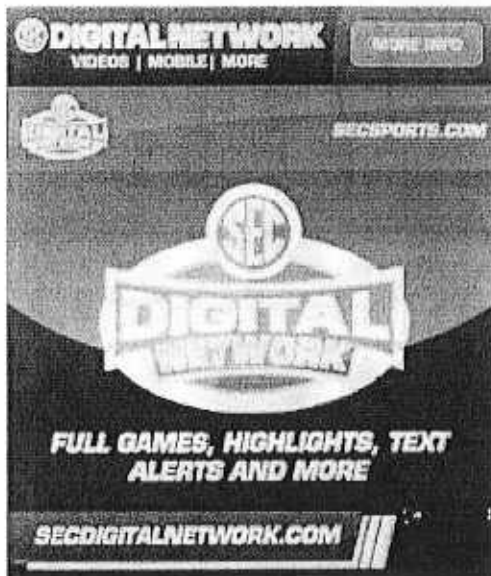


You CAN Do Video Breakout

Setting up and maximizing the reach of your FTP site

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- SEC partnered with XOS last year for both our general website and the SEC Digital Network.
- As part of the SEC Digital Network, a FTP site was set up to use for VNR content.
- Also, introduced the SEC DN Widget. The widget provides video content for websites and is the only way for websites to legally get SEC video footage.

BENEFITS OF USING FTP FOR VNR CONTENT

- Elimination of satellite time expense.
 - This holds for both the school/conference and for the media.
 - SEC paid almost \$100,000 each year for satellite feeds.
- Increase distribution of content to media partners.
 - Without the limitation of using exact satellite time, uploads come more often. You can upload highlights / press conferences / full games as often as you wish during an event.
 - It can stay up for an infinite time period. No more "I missed the feed" calls.
- Improved user experience
 - Media can pick exactly what they want to download, be it a specific game, highlight or presser.
- Ability to track usage
 - We know who / what / when for every piece of video we provide.

INS AND OUTS

- For quality and upload/download time MP4 format is best. All our content is HD.
- XOS uses Signiant software which is quicker than a standard FTP server. It's the same software ESPN is using for World Cup production.

SEC VIDEO WIDGET

- The widget is the ONLY way for websites to legally receive and use SEC video.
- SEC has allowed websites affiliated with news, TV and radio organizations as well as some blogs to utilize the widget on their sites.
- In order to use the widget, the website must agree to give us placement on their site. We provide the code for them to get the content and it must be embedded in.
- The SEC and XOS provides daily content for the widget. The content includes games, previews, press conferences, etc.
- The widget is regionalized. Each website can pick up to three schools to receive content on.

