

LiveU at Super Bowl XLIX



This document provides a summary of LiveU presence at Super Bowl XLIX, including usage figures and a general overview of where and when the technology was deployed.

Super Bowl XLIX proved to be LiveU's largest supported Super Bowl to date. Over the past six years, starting with Super Bowl XLIV in Miami in 2010, LiveU has been providing units and onsite support to the top broadcasters in the US and NFL teams for coverage of "Super Week", leading up to the biggest professional football game of the year. As in previous years, LiveU secured two dedicated hotspots for its customers, however this year the field units performed so well that they were rendered unnecessary.

LiveU field units were used to cover events in Phoenix, including the Pro Bowl, Media Day, Fan Fests, the Phoenix Open, and the Big Game itself. The large concentration of events surrounding this year's Super Bowl attracted even more media than in previous years.



Many broadcasters trust LiveU as their primary means of uplink from major events due to the performance of LiveU's LU500 portable yet highly resilient transmission backpack, the maturation of cellular bonding technology, and the increased LTE deployment by cellular carriers, resulting in broadcasters sending a greater number of LiveU devices, and using fewer satellite trucks compared to previous years.

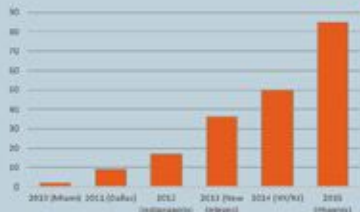
In addition to widespread usage by broadcasters, over half of the NFL teams currently employ LiveU units to send exclusive content to their websites. The relocation of this year's Pro Bowl attracted more NFL Media Teams than just those of the two Super Bowl competitors. The influx of broadcasters plus the use of LiveU among NFL teams caused the use of LiveU's field acquisition units to soar this year, increasing 70% from last year's Super Week in New York and New Jersey.

Aggregated Statistics

Super Week

XLIX

85 Units Deployed



70% more than in 2014



1,785

Hours of Live Video



4,460 GB

Data Transferred

LiveU
www.liveu.tv

