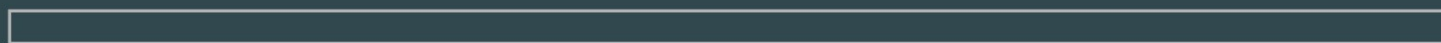


**Full HD**  
1920x1080



||||| **HD** ✖

# **TV PRODUCTION SERVICES**

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# **MEDIA PRODUCTION**

# Experience Counts

An experienced team with a track record of delivering to the highest international production standards, Go Yachting uses the latest digital professional broadcast quality High Definition cameras and editing suites.

Go Yachting can provide, but not limited to, the following:

- Professional High Definition cameras filming on-the-water.
- Professional High Definition cameras filming off-water.
- Multiple stand alone, waterproof, High Definition cameras to be fitted to boats. These can film upto 3 hours of on-water footage, taking the viewer closer to the action than ever before.
- In-water filming equipment – filming from sea-level, close-up, with camera operator strategically positioned in-the-water to catch the action.
- Professional, portable edit suite set-up ready to go.

Go Yachting have filmed multi-class regattas, one-design racing and national championships in Asia.

# Media Production (on site)

Go Yachting can provide/ produce:

- **Daily Clips** - For distribution to online media. Approximately 3 minutes in length, with English language voice over.
- **Video News Release** – High Definition VNRs produced daily and made available to media. Clean M&E. Upto approximately 2 minutes in length.
- **Daily Clips** - Hosted on the MarineScene.asia platform, using YouTube/ Vimeo, and allowing free embed by third parties.
- **Daily Clips** - Provide to the organisers either as a data file, or YouTube embed code (as per Organisers' preference), for use on event website or onward distribution.

# Media Production (post-event)

Go Yachting can provide/ produce:

- A post-event Highlights Show\* with English language voice over, for distribution to Terrestrial, Cable, Satellite and online media accordingly.
- Host the Highlights Show\* on MarineScene.asia and distribute through associated social media channels – facebook, twitter, google+, youtube, vimeo.
- Re-edit Highlights Show\* to fit media specifications, where requested by media.
- Highlights Show\* delivered to the client as a data file/ DVD for clients use as they choose.

*\* Content can include relevant interviews with organisers/ sponsors/ sailors.*

# MEDIA DISTRIBUTION

# Marine Scene Asia Platform (1)

Marine Scene Asia is the leading marine Internet TV Platform in Asia, showcasing the region to the world through IPTV. The website portal [www.MarineScene.asia](http://www.MarineScene.asia) reaches a target audience with an interest in marine, sailing and Asia.

Using the latest online video player platforms YouTube and Vimeo, videos are available for viewing on demand 24/7, and are available freely for embed in third party websites giving the content further reach.

Marine Scene Asia's social media platforms – facebook, twitter, google+, linkedIn, YouTube and vimeo – deliver a considerable online global reach to a target audience. Complete with multiple text daily updates, and daily video content addition, these social media platforms ensure delivery of content with a wide reach, and in a professional and timely manner. Allowing “share” through social networks gives the content viral potential.



# Marine Scene Asia Platform (2)

[www.MarineScene.asia](http://www.MarineScene.asia)

The web portal delivers a targeted viewer. Unique visitors are growing rapidly.

No. of visitors continues to grow and the number of pages being visited is very high – more than 10 pages viewed by each visitor. This shows the site has a strong repeat visitor profile and a core target audience.



## Online Reach

Go Yachting work with and have delivered content to many leading online sailing properties, and have a strong international sailing media database for distribution. Below are just a selection of online sailing media to which we have delivered content.



## Highlights Show Distribution

Go Yachting offer, on a best efforts basis, distribution of post-event Highlights Shows to target international TV media (Terrestrial/ Cable/ Satellite) accordingly, and re-edit to fit time specifications as requested by media. Below are just a selection of sports TV media to which Go Yachting pitch/ distribute post-event Highlights Shows.





## Nautical Channel

Go Yachting have in place a Letter of Intent/ distribution agreement with the Nautical Channel to broadcast across their network a series of Go Yachting productions in 2013.

This gives regatta/ watersport event organisers the opportunity to leverage guaranteed broadcast through collaboration with Go Yachting.

Reach (distribution) and viewer figures for the Nautical Channel are presented opposite.

### Distribution

USA (Dish) 4 million households  
 France 3 million households  
 Portugal 3 million households  
 Russia 2 million households  
 Turkey 1.5 million households  
 Middle-East 500,000 households  
 Germany & Austria 400,000 households  
 Switzerland – 400,000 households  
 Italy (Y&S) – 5.1 million households  
 Benelux – 250,000 households  
 Angola, Mozambique, Cabo Verde,  
 Mauritius, Reunion, Spain, Serbia,  
 Slovenia, Hungary, Poland, Bulgaria,  
 Montenegro, Croatia, Denmark, Cyprus,  
 Estonia, Bosnia, Greece, Malta, Norway,  
 Romania, Sweden, Finland, Macedonia.  
 1.750 million households

### Viewers

250,000- 400,000  
 200,000-250,000  
 150,000-250,000  
 100,000-200,000  
 100,00-150,000  
 30,000-100,000  
 30,000-40,000  
 30,000-40,000  
 300,000-400,000  
 20,000-25,000  
 90,00-120,000

Total Homes reached – 22.3 million

Peak Audience Estimate 5-10% households

**TOTAL ESTIMATED PEAK DAILY VIEWERSHIP: 1,700,000 viewers**

# Aqua Television Network

Go Yachting are currently in negotiations with a distribution company who will be launching a new International TV channel worldwide and who have exclusive rights to CCTV channel in China with a view to broadcast across their network a series of Go Yachting productions in 2013/14.

This gives regatta/ watersport event organisers an opportunity through collaboration with Go Yachting to reach the China market as well as delivering a global reach.

See further distribution details opposite.

## **Distribution**

Europe: Sky Platform with 120 million households.

USA: Time Warner Platform with 30 million households.

China: CCTV network with over 1 billion households.

## **Interactive TV**

Aqua Channel will launch with a unique interactive viewing option that allows viewers to request additional information on screen about what they are currently watching. This can include information about hotels featured in the program along with an option to book online whilst watching the program, and/ or other products and services.

The Interactive TV is an add-on service and is something that can deliver ROI to event sponsors.

**DEDICATED VIDEO PLAYER**

## Dedicated Video Player

Marine Scene Asia has developed a bespoke Video Player which can be simply embedded on third party websites using a single line of code.

Utilizing the latest web technology, the player can be viewed on mobile, Apple and all web-connected devices, and can work with global video platforms YouTube and Vimeo.



# Dedicated Video Player (cont'd)

## **How does this work?**

The Video Player sits on Marine Scene Asia's (MSA) server.

Clips are uploaded to the player using YouTube/ Vimeo video platforms.

Uploads are managed centrally by MSA.

The Client embeds the player on the event website and it is automatically updated from the central content management system by MSA.

## **What are the benefits?**

With one line of code, the player is live on the event website and the client never has to worry about updating it.

MSA updates/ uploads clips centrally.

No hosting and streaming costs – hosting and streaming is from the MSA server.

Professional, up-to-date player on the event website without any effort.

The player is mobile and Apple-device friendly (it does not use flash).



# THE PROPOSAL

## The Proposal: Full Package

**The Go Yachting team will provide the following:**

- 1x daily VDO clip (up to 3mins) – a brief summary of the day's racing, with interviews where appropriate, and English Voice Over. For web use.
- Host daily clips on MarineScene.asia and associated YouTube channel.
- Provide daily clip to client for hosting on event website.
- Provide a dedicated Marine Scene Asia video player for embed on the event website.
- Distribute daily clips through Marine Scene Asia social media platforms – facebook, twitter, google+.
- Distribute daily clips to Go Yachting's media database.



## The Proposal: Full Package (cont'd)

The Go Yachting team will provide the following:

- Produce a post-event Highlights Show, with English Voice Over, give to client with full use rights, distribute through Go Yachting media platforms (MarineScene.asia, YouTube/ Vimeo channels, and social media).
- Distribution of completed Highlights Show to our network of media channels (satellite, cable and internet), on a best efforts basis.
- Dedicated Event web page on MarineScene.asia, including content and links to stories and TV reports on MarineScene.asia. See example: <http://www.marinescene.asia/kiteboard-tour-asia-2012-cta-tour/>



## The Proposal: Partial Package

The Go Yachting team will provide the following:

- Produce a post-event Highlights Show, with English Voice Over, give to client with full use rights, distribute through Go Yachting media platforms (MarineScene.asia, YouTube/ Vimeo channels, and social media).
- Distribution of completed Highlights Show to our network of media channels (satellite, cable and internet), on a best efforts basis.



## The Proposal: Intro Package

The Go Yachting team will provide the following:

- Produce post-event Highlights Show (max. 10 minutes), with English Voice Over, give to client with full use rights, and distribute through Go Yachting media platforms (MarineScene.asia, YouTube/ Vimeo channels and social media).



# THANK YOU

email: [go@marinescene.asia](mailto:go@marinescene.asia)



# **APPENDIX A**

## **SAMPLE PRODUCTIONS**

## Event Productions (select)



### **Phuket King's Cup Regatta 25<sup>th</sup> Anniversary, 2011**

5-day regatta. Daily clips and uploads. Inclusion in Go Yachting Program.

2x HD cameramen, 3x onboard HD cameras, 1x producer and 1x assistant producer onsite.

<http://bit.ly/waTauF>.



### **Royal Langkawi International Regatta, 2013**

5-day regatta. Daily clips and uploads. Highlights Show produced post-event. Placed with international satellite TV outlets.

3x HD cameramen, 3x onboard HD cameras and 1x producer onsite.

<http://bit.ly/12Fyllu>.



### **The Bay Regatta 15<sup>th</sup> Anniversary, 2012**

4-day regatta. Inclusion in Go Yachting Program. Highlights Show produced post-event. Placed with international satellite TV outlets.

1x HD cameraman, 3x onboard HD cameras and 1x producer onsite.

<http://bit.ly/wyLUIYB>.

## Event Productions (select cont)



### **Cape Panwa Hotel Phuket Raceweek Regatta, 2012**

5-day regatta. Inclusion in Go Yachting Program. Highlights Show produced post-event. Placed with international satellite TV. 2x HD cameramen, 3x onboard HD cameras and 1x producer onsite.

<http://bit.ly/12ysiUj>.



### **Top of the Gulf Regatta, 2012**

5-day regatta. Inclusion in Go Yachting Program. Highlights Show produced post-event. Placed with international satellite TV. 3x HD cameramen, 3x onboard HD cameras and 1x producer onsite.

<http://bit.ly/14kYZ7v>.



### **Anvaya Cove Philippine Hobie Challenge, 2013**

6 day of passage races and an Inshore Series. Highlights Show produced and placed with international satellite TV outlets. 1x HD cameraman, 3x onboard HD cameras and 1 producer onsite.

<http://bit.ly/11XXCZg>.

*For further samples of program and event productions, visit [www.MarineScene.asia](http://www.MarineScene.asia).*