

ICL-Live Streaming Solution.



Company: Zee Sports.

Website:
<http://zeenews.india.com/cricket/icl/default.aspx>

Country or Region: India.

Industry: Sports

Partner: SpadeWorx Software Services

Partner Websites:
<http://www.spadeworx.com/>

Company Profile
 Pioneer in User Centered Software
 Engineering- UCSE.

Software and Services
 Microsoft SharePoint Server 2010
 MS SQL Server 2008R2
 .Net framework 3.5
 Windows Enterprise 2008

Technology Used
 .NET Framework 3.5
 Microsoft Silverlight
 SQL Server 2005

Business Needs

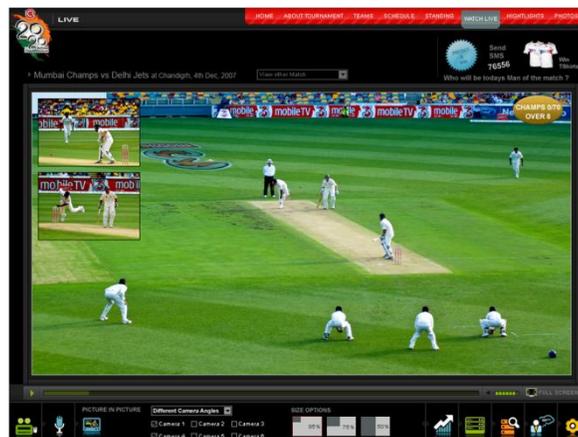
Indian Cricket League (ICL) was looking for an online solution that was very unique and engaging for its T-20 tournament.

Solution Description

The solution enabled end users to view and access the rich content in an effective and efficient manner having live video feed near real-time.

The solution also included several innovative features like picture in picture when the live video feed is viewed in full screen, multiple camera views to cover different angles of the live match, provision for commentary in English and Hindi and near real scoreboard showing the statistics and match scores.

The solution also provided a content management tool to upload cricket media content.



Benefits

Exponential increase in viewership
 Enabled ICL to create strong differentiator and consumer loyalty.

Customer Delight



Vijay Bhardwaj

Manager-
 Strategy and
 Research, Indian
 Cricket League
 (ICL)

“The feature richness, agility and personalized viewing experience that we are able to offer through ORMUX to the visitors of our site is breath taking, the experience is virally spreading and the viewership is increasing exponentially by each match.”

“Internet has become an immensely popular medium of entertainment among the youth and adults alike and they are constantly demanding more immersive experiences on the web. Microsoft understands the customer needs and is working together with its partners to enable its customers deliver path-breaking user experiences on the web in an easy and cost effective manner. We are confident that the solution developed by Spadeworx for ICL is sure to redefine online user experience for the cricket fans. We believe this will also help ICL to create strong differentiators and consumer loyalty”, Tarun Gulati, General Manager - Developer and Platform Evangelism, Microsoft India