

COMPETENCE CENTRE FOR DIGITAL MEDIA SOLUTIONS



Infront provides one-stop-shop solutions for delivering, protecting and billing new media content. It fundamentally helps sport to broaden its global audience through the increasingly crucial digital communication channels.

Specialised digital media experience

Infront's dedicated competence centre for digital media and post production offers specialised experience and innovative solutions for the distribution of new media sports rights through the provision of services to major web, mobile and IPTV players and telecoms.

This service helps rights owners, such as sports federations and leagues, to exploit existing media rights more effectively by exposing sports to a highly targeted viewing group and therefore increasing audiences.

A one-stop-shop

The service offered by Infront provides the answer to production, distribution, delivery, protection and the billing of digital media content. All of which is centrally managed and produced from one source, a one-stop-shop to maximising a sport's exposure. The production and post-production facilities are located in Milan, Italy, where experienced editors, commentators and producers create dedicated and targeted content (film, sound, text and imagery).

Infront provides end-to-end services to help its clients to maximise the potential of new media, including:

- Content production, editing and commenting
- Content aggregation for websites, channels and mobile portals
- Content distribution through media and video portals
- Enabling solutions: payment, encoding, streaming and customer care
- Consumer applications for mobile devices (e.g. iPhone, iPad, Android smartphones and tablets)

Tailor-made services

Infront produces a variety of tailor-made digital media services and broadcast programmes (including magazine programmes) for the FIS Ski World Cup, the FIM Superbike World Championship, the Euroleague, the Serie A and Pokerstars.

The services are targeted at mobile operators such as TIM, Vodafone and H3G; telecom companies including Telecom Italia; publishers like Gazzetta dello Sport and Corriere.it; broadcasters such as RTI and several foreign broadcasters; online portals such as YouTube, Yahoo and Virgilio and end users.

Web-TV solutions focused on sports

Infront also provides official online broadcast services for the IIHF World Championship and for the Italian Poker Tour (Pokerstars). Additionally, it manages Euroleague.tv (the web TV of the premier European basketball competition) and Milan Time (the web TV of AC Milan).

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Mobile solutions focused on sports

Furthermore, the company has developed a wealth of practical experience in developing mobile solutions focused on sport. It works with leading telecommunication companies such as TIM managing mobile portals focused on sports for its clients. Furthermore, the team edits and delivers the near live content of the Serie A and UEFA Champions League. In addition they are responsible for the development of the official iPhone, iPad and Android Applications of World SBK and AC Milan.

Partnership with YouTube

Infront is a commercial partner of YouTube: the agreement provides a platform for Infront to expand sports content and exposure through the increasingly popular social network. This is further expanding the on-line communications channels and exposure available to sports clubs and federations. Additionally, Infront can live stream events on the platform - this was the case with the Men's EHF EURO 2012 where fans were able to watch handball matches live with English commentary through a dedicated YouTube channel.

Case Study: Milan Media Factory

Following a multi-year agreement between Infront and AC Milan regarding the club's marketing rights, Milan Media Factory was created. This centralised production unit develops and manages the official thematic channel, the website acmilan.com and the web-TV Milan Time across all new media platforms (m-site and mobile applications). Milan Media Factory optimises production costs and delivers the best content for the different media as well as offering a wide range of visibility options for AC Milan sponsors.

