

# SBTV

## OTT 101: STRAIGHT-TO-OTT

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Heritage Broadcasting out of Cadillac, Michigan, is pioneering straight-to-OTT programming on SBTV, Syncbak's direct-to-consumer OTT app.

Streaming live local events such as the 31st Wood-Tic dirt track race from Merritt Speedway straight-to-OTT was the answer to challenges they were facing to achieve three goals:

- 1** Meet viewer demand by airing more live local community events.
- 2** Attract out-of-market viewers with local content that draws interest on a national scale.
- 3** Create a new revenue channel for station-produced content.

OTT is the great equalizer. Taking local events straight-to-OTT gives our in-market viewers more to watch, attracts out-of-market viewers to programming that has nationwide interest and gives our advertisers more options.

- Kevin Dunaway, VP and GM at Heritage

How Heritage Broadcasting Group gained more viewers and gave local advertisers more options by taking live content straight-to-OTT.



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## HOW THEY DID IT

### Video

One camera was aimed at the track out of a cracked window in the announcer's stand, setup to follow the action automatically.

### Audio

A single microphone was put in front of the stadium announcer to capture the commentary, which was fed into the camera.

### Syncbox

The feed was sent back to the Syncbox at the station via traditional remote workflow.

### Promotion

Local affiliate WWTV promoted the event to its social media followers.

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## RESULTS



Gave in-market viewers more to watch.



Local advertisers had more options for targeting and sponsorship.



Attracted out-of-market race fans to their programming.

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## GO STRAIGHT-TO-OTT

All you need is:

Local Event • Camera • Microphone • Internet • Syncbox