



## Big South Conference Standardizes on JVC ProHD Cameras for ESPN+ Streaming Sports Platform

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### The Customer:

Big South Conference, an NCAA Division 1 collegiate athletic conference



GY-HM850 ProHD Shoulder Camcorder

*The Big South Conference is using JVC ProHD GY-HM850 shoulder-mount camcorders to produce multi-camera coverage of nine different sports for the ESPN+ streaming subscription service.*

### The Challenge:

Produce live multi-camera coverage of nine different sports for the ESPN+ streaming subscription service.

### The Solution:

The conference standardized on ProHD GY-HM850 shoulder-mount camcorders.

### The Result:

As part of the Big South's agreement with ESPN+, each school provides at least a three-camera shoot for all home games for football, men's and women's basketball, men's and women's soccer, baseball, softball, volleyball, and lacrosse – plus championships and other sporting events as scheduling allows.

Mark Bryant, director of broadcast services and development for Big South, said the new JVC cameras are a significant improvement over the Big South's previous camcorders. "It's a really nice piece of equipment, and it's the right tool for the job for us," he said.

The Big South Conference purchased 36 camera packages – three for each of the 11 member schools and three for the conference office in Charlotte, N.C. – that included the GY-HM850, interchangeable FUJINON lens with hand grip focus and zoom controls, ProHD seven-inch LCD viewfinder, and Miller tripod. The conference provides each school with a basic production infrastructure and workflow to provide consistency in coverage.

"What we wanted was the ability to tell our schools, 'Here's everything you need,' and execute that within our budget," Bryant explained. "JVC really understood what the conference was attempting to do and where we were going. There was really one clear winner on that."