

## **NBA LEGEND & BASKETBALL ANALYST STEVE SMITH JOINS DAVID STERN & OTHERS IN RECENTLY ANNOUNCED VIDEO PLATFORM FOR SPORTS**

**New York, N.Y.** – As the landscape of sports broadcast continues to shift, 14-year NBA veteran and current NBA TV studio analyst Steve Smith has joined forces with the prestigious team of sports executives behind SportsCastr.Live, a pioneering video platform that redefines what it means to ‘call a game.’ The live streaming platform – currently in public beta – allows users to be color commentators and enables viewers to select which sportscaster they wish to have call, recap or make predictions on a game.

Smith, an NBA Champion and All-Star, joins SportsCastr.Live’s venerable team of advisors and investors, including David Stern, NBA Commissioner Emeritus; Jim Boeheim, Syracuse University Head Basketball Coach; Vernon Davis, two-time NFL Pro Bowler and Redskins tight end; Donald Schupak, former Managing Partner of the ABA’s Spirits of St. Louis; Andrew Schupak, SGI MB CEO; and Eric Bechtel, IdeaQuest Founder. The company is led by CEO Kevin April.

“Clearly, we are seeing major shifts in how audiences watch sports,” said Smith. “I am very intrigued by this new platform... which is poised to revolutionize the way fans consume their sports content.”

SportsCastr.Live, which boasts adaptive bit-rate technology and ultra-fast delivery, differentiates itself from other live video platforms like Periscope or Facebook Live by offering sports broadcast features that used to only be available in a studio setting. This includes the ability for users to enhance their streams with real-time scoreboards, on-air motion graphics and augmented reality...making it look like they are live on TV, regardless of their location. Plus, all elements are clickable and interactive, allowing viewers to engage with the ‘broadcaster’ in ways never before possible. Sports fans are able to discover broadcasters from around the world and follow their favorite personalities.

“When it comes to game broadcasts, fans want what they want, on whatever device they want, whenever they want it.’ Now, SportsCastr.Live adds a whole new dimension by giving viewers another choice: announced by whomever they want...even if it is themselves,” said Stern. “This platform will redefine what it means to ‘call a game.’ Think about it: you can stream the game, watch it in VR, get real-time stats and info, etc. Now you can choose your broadcaster and that person has access to all the bells and whistles necessary to deliver a ‘network quality’ broadcast.

SportsCastr.Live is currently in public beta and is available for free on the iTunes App Store. Users can also access the platform via the web at <https://sportscastr.live/>

The New York-based company recently completed an undisclosed funding round led by SGI MB.