



GLORY LEAGUE

AUTOMATED GAME VIDEO
FOR PREMIER BASKETBALL ASSOCIATIONS

WHAT IS GLORY LEAGUE?

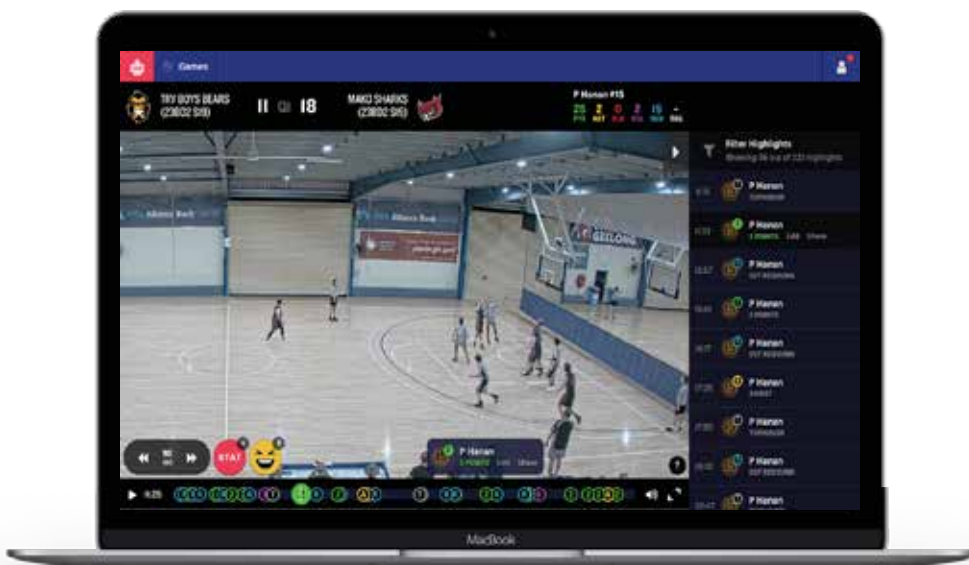
Glory League is a fully automated video engagement system for basketball.

It makes everyday players feel like NBA superstars with professional quality full game videos, highlight reels and stats.

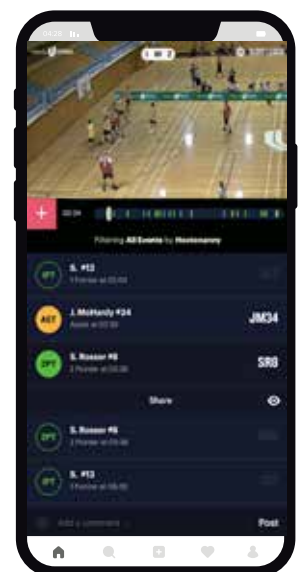
Glory League automatically creates personalised videos and highlights that can be easily shared with family and friends – connecting the ‘community’ to their basketball experience.

The results have been phenomenal with over 80% of all players using Glory League after games, and spending over 10 minutes on the system per visit.

Glory League gets players hooked on the game by capturing amazing on-court memories and moments, so they live on beyond the hardwood.



VIDEO AND HIGHLIGHTS



**MOBILE
ENABLED**

HOW DOES GLORY LEAGUE WORK?

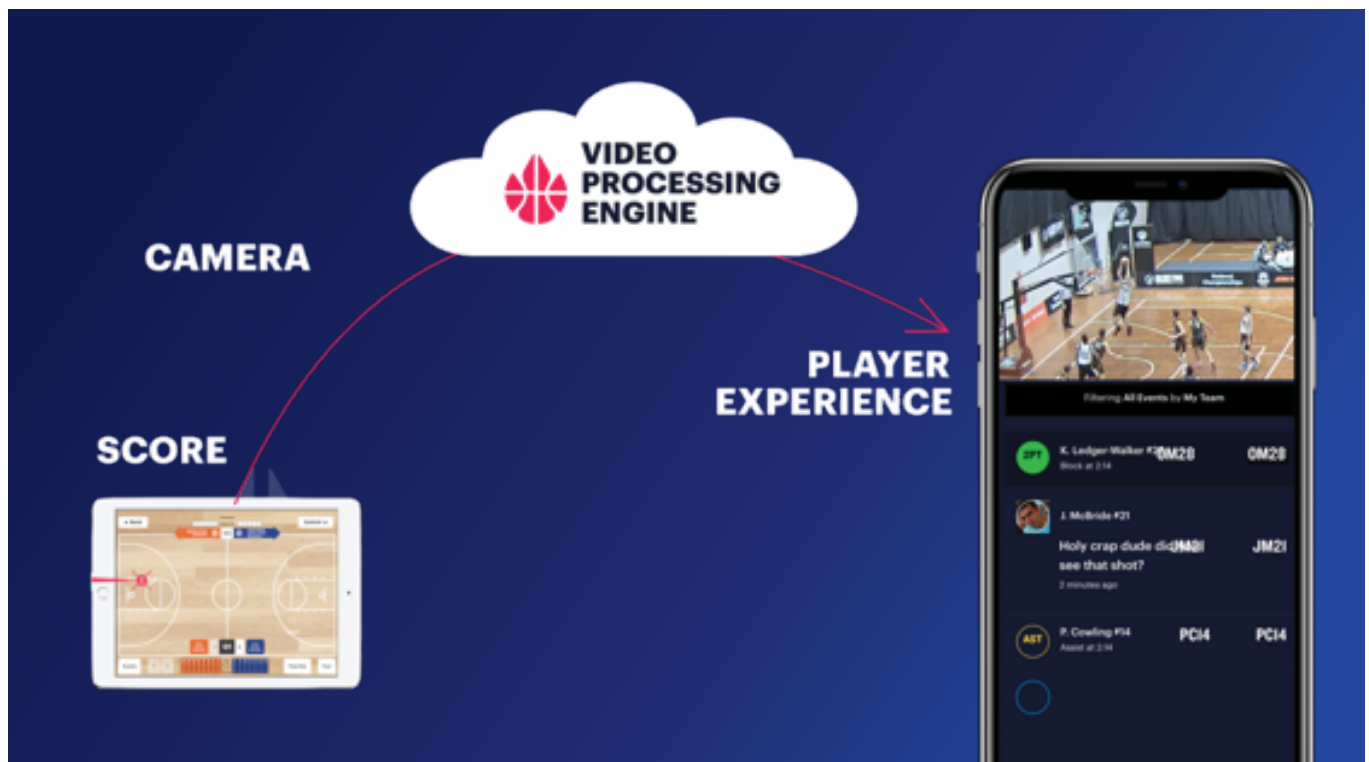
Glory League is easy to install and use.

By integrating with competition management and scoring systems, there is no additional administration required by teams, clubs or associations.

A camera is mounted above the court and our automated software zooms in and follows the game, just like a professional camera operator.

The scoring system starts the recording and each point scored is automatically cut into highlight videos for the participants. After the game players, coaches, parents and supporters are emailed a link to the video, automated highlight reels and statistics.

Videos are easily watched and shared so the basketball community can relive their favourite moments again and again.



WHAT ARE THE BENEFITS?

ATTRACT AND RETAIN PLAYERS

The competition to attract and retain participants in sport has never been greater. It is a constant challenge to keep basketball players engaged, motivated and supported so they will stay in the game. Other sports, social activities, gaming and the online world are competing for time and attention – people can only do so many things.

Participants want their basketball journey supported and for most players, their basketball experience hasn't lived beyond the court.

Glory Leagues personalised video is loved by players of every age and stage because it supports their motivation to play, enhances their experience and connects them to the game after they have left the gym.

“ *The introduction of Glory League in our domestic competitions has had an incredibly positive impact on our Association. Our participants have absolutely loved being able to re-watch their games and relive the highlights each week. We have been contacted by junior and senior teams looking to join our club for the sole purpose of being able to use the Glory League technology.* **”**

Todd Anderson

General Manager, Broadmeadows Basketball
Victoria's Inclusive Association of the Year 2021

FAMILY AND COMMUNITY ENGAGEMENT

Family, friends and supporters anywhere in the world can view and share in the basketball experience. This is truly valuable for those who can't be at the game or want to relive these moments again and again.

Family and friends can support players even if they can't attend games – a supported player stays playing the game longer.

“ I received the video link from my daughter's game. What an amazing initiative. I understand that this will give the coaches good insight to their team etc but for supporters and family that can't make all the games due to work commitments it is wonderful! Well done! This is exciting innovative technology you have implemented, and you should be congratulated. **”**

Jenny Pryor
Parent



PLAYER AND COACHING DEVELOPMENT

Players and coaches use videos and stats to assist their development. They review game footage, tag important moments, leave comments in video for reference and analyse areas for improvement.

Highlight reels and full game footage can be downloaded to build personal libraries and video packages that can be sent to scouts and coaches.

“ *I use Glory League for several teams that I play for. It's awesome and so easy to get in and watch my games and tag my stats. I use it to look at my videos and see what part of my game I need to work on, plus my coaches share clips with me. It also easy for me to create highlights and post to Facebook. Glory League rocks.* **”**

Harry Simpson
Junior Rep Player



REFEREE DEVELOPMENT

Referees are incredibly important to our Basketball community and video is an important tool for a referee's professional development and for referee coaching.

Glory League provides a fantastic resource for referees to review and analyse their officiating and make improvements. It helps referees get better which only enhances the quality of basketball competitions.

“ *There are many ways to improve your performance as a referee and video analysis is one of the most valuable tools available.*

Glory League is an amazingly easy tool for a referee to use to take a critical look at their game and analyse their own performance, then make adjustments to improve just like players do.

Referee coaches also love Glory League for its ease of use and as a great tool for giving coaching tips to the referees they're coaching.

I wish it was around at the beginning of my career as it would have made things so much easier than chasing VHS tapes and then slowly fast forwarding and rewinding to watch plays.

I highly recommend it for all up and coming referees! ”

Dallas Pickering

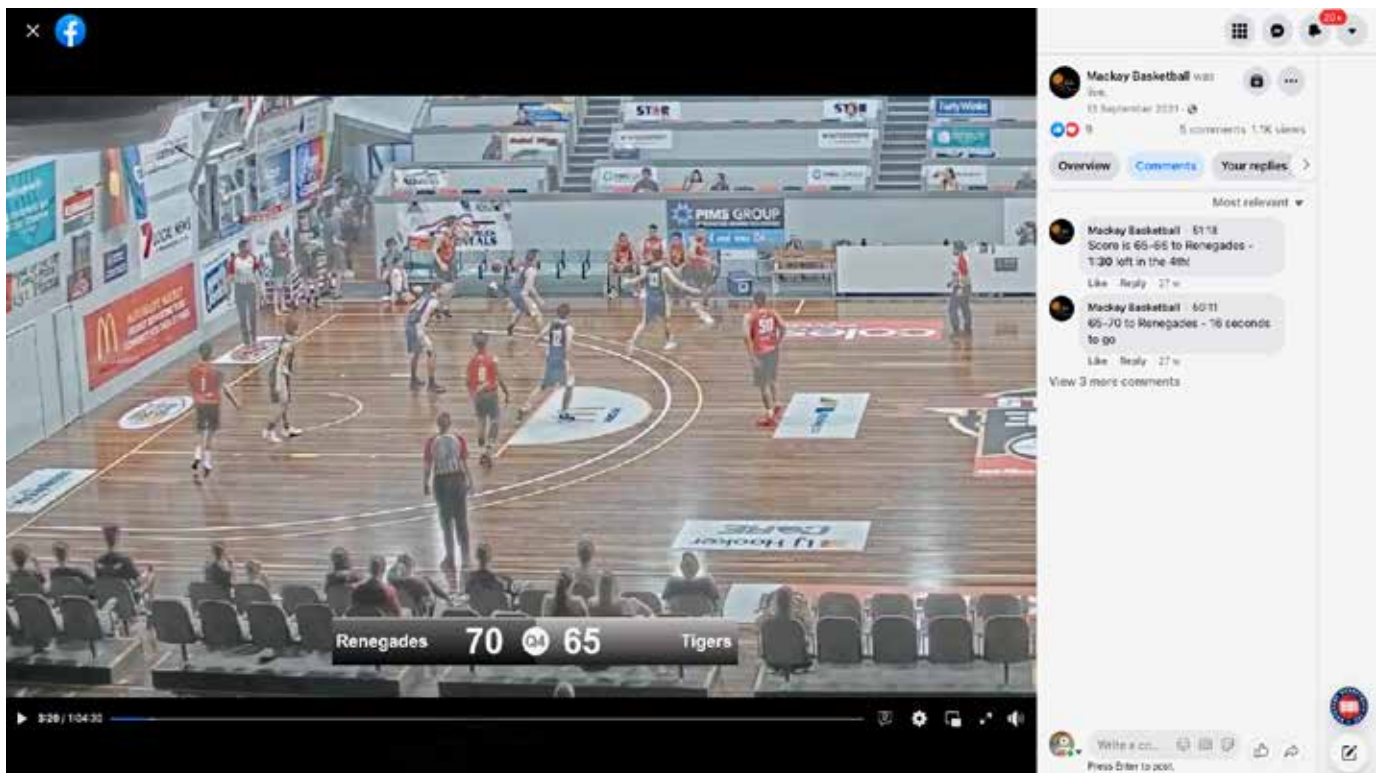
FIBA International Referee



LIVE STREAM

Glory League allows you to easily Live Stream important games directly to Facebook or Youtube.

Setting up a Live Stream requires no technical skills or knowledge, and customers can easily schedule a recording within minutes.



NO ADMINISTRATION

- Glory League fully integrates with your competition management and scoring systems meaning there is no administration required for Glory League.
- No need to find volunteers or hire camera operators to capture games.

“Glory League has added immense value to our competitions, universal approval from our members, and increased our capacity to offer return of investment to our corporate sponsors. From proud parents passing on their pride and joy, coaches and players working on their game, to old vets socialising and laughing at a circus shot, Glory League champions the game we love.”

Joel McInnes

General Manager, Gold Coast Basketball

Queensland's Administrator of the Year 2021

SAFER AND BETTER LEAGUES

- Fewer on-court incidents occur when players, coaches and fans are aware that their games and actions are being filmed.
- Player incidents are quickly addressed by referring to Glory League videos. Glory League customers have reported a reduction in on-court incidents and tribunals and a general improvement in player behaviour.



UTILISE AMAZING CONTENT

Glory League generates a large amount of quality video content that organizations can utilise through their marketing channels.

Great video content engages and grows supporter communities, while at the same time shaping perceptions of what basketball offers.

Effective content needs to be distinctive, tailored for the audience and, most importantly, promote the unique proposition of the sport. Glory League video does this.

Glory League content can be utilised in many ways:

- **Social media channels**
- **Email**
- **Sponsors or media partner promotion**
- **Leveraged through competitions**
- **Promoted by social media influencers**



PRIVACY

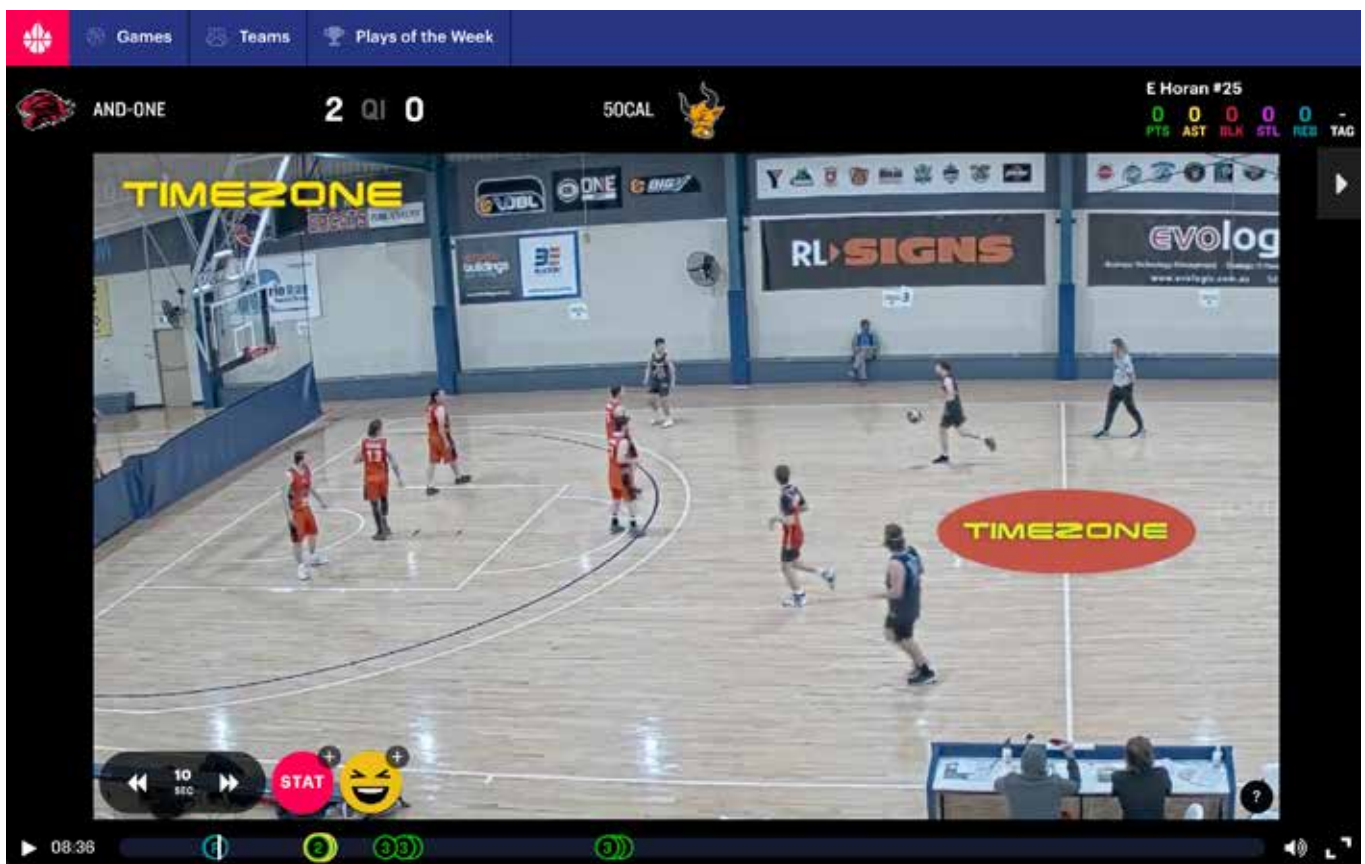
Player welfare and privacy is incredibly important to us. We have developed a wide range of protocols to manage personalised data and imagery safely and effectively. We have the structure and experience to alleviate concerns from players, parents and other stakeholders.

Glory League works within schools, universities, private providers and government venues and has extensive understanding and best practices in addressing and alleviating concerns and local requirements.

GENERATE ADVERTISING REVENUE

Glory League's virtual advertiser technology embeds advertising and brand messaging into the platform and provides opportunities for customers to attract sponsors and generate new income streams.

Glory League provides customers all the resources they need to approach Sponsors. Our customers have brought on new sponsors because Glory League connects with a well-defined, otherwise hard-to-reach audiences in a meaningful way.



“ We have secured a major naming rights sponsor due to Glory League. The sponsor came on board because Glory League advertising reaches the entire community, is measurable, innovative and can be dynamic to change with promotions. **”**

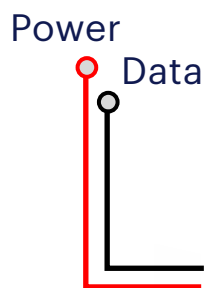
Mitch Duhig

General Manager, Launceston Basketball Association
Tasmania's CAM of the Year 2021

INFRASTRUCTURE

Glory League combines networked court cameras, scoring systems, and a local hard wired internet connection to produce game videos and collect statistics.

After the game is finished, the media is uploaded from our local server to the cloud via a VDSL or fibre internet connection.



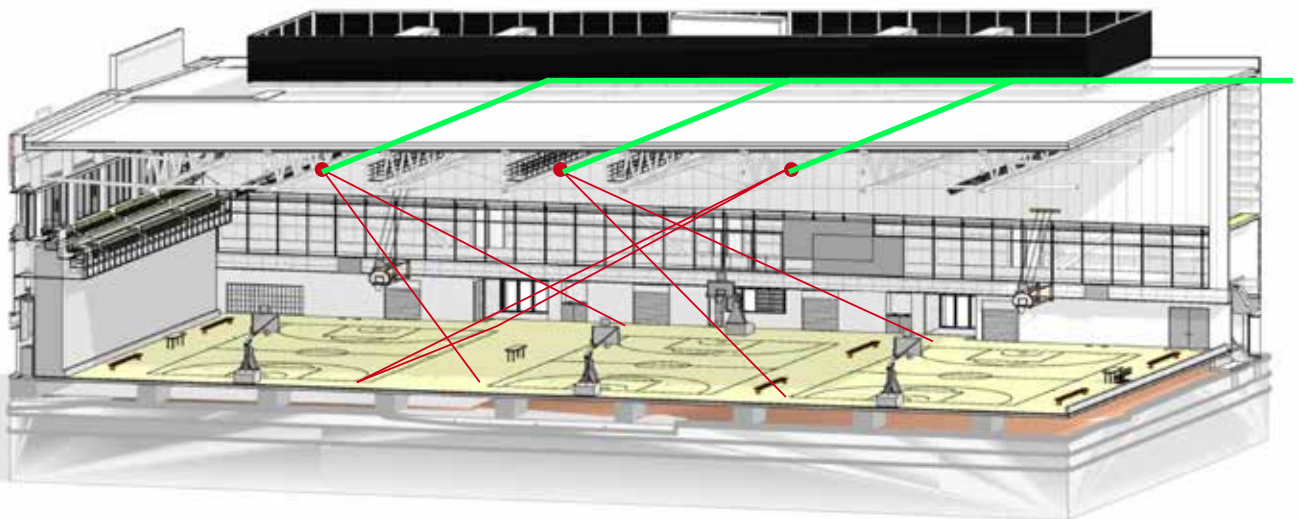
SMALL SERVER BOX

Stores the Glory League server and switch. The box is plugged into the venues power and data connection. It is usually located in the venues data room.

SETUP AND INSTALLATION

Glory League combines networked court cameras, scoring systems, and a local hard wired internet connection to produce game videos and collect statistics.

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— **Data Cable**

● **Camera Position**

CAMERA POSITIONING

A Glory League representative will help determine the appropriate camera type and position for a court camera. This will be at the most desirable viewing angle available.

INSTALLATION

Our regional installation partner will visit the site to prepare an installation plan, finalising the camera and server installation location, timeframes, and installation process. This will be done in full consultation with the venue and client.

HOW MUCH IS GLORY LEAGUE USED?

Glory League enhances the experience for the entire Basketball community. Players, coaches, referees, families, and friends watch, share and engage heavily on Glory League:

- **Over 80% of participants use the system after a game.**
- **They spend over 10 minutes watching per session.**
- **Over 2.5 hours of video is watched by participants per game played.**
- **85% of emails opened and clicked through.**
- **1.3 highlights are shared to social media per game.**



“Glory League has been the most popular member engagement program we have ever launched. I am constantly surprised at how much our players follow it. If the videos are not up when they expect, we get emails or calls. We are now offering it as additional sponsorship opportunities to existing and prospective sponsors.”

Graeme Reid

CEO, Norths Basketball (NSW)

WHAT NOW?

We would enjoy an opportunity to meet with you to discuss how Glory League could benefit your association.

For more information or to arrange a meeting please contact:

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Follow us on social media:  @gloryleague  @gloryleague





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