



NEWS RELEASE

NFHS Network Offers Schools Two Free Production Units to Stream Events Through “High School Support Program”

FOR IMMEDIATE RELEASE

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INDIANAPOLIS, IN (July 7, 2020) — As high schools nationwide continue to deal with the fallout from COVID-19 and make plans for the restarting of activities this fall, the NFHS Network – the leader in streaming live and on-demand high school sports – has announced an unprecedented offer for schools that are facing possible attendance restrictions at events during the 2020-21 school year.

Through its High School Support Program, the NFHS Network is offering up to two free Pixellot automated-production units for schools that lack production capabilities to stream events on the NFHS Network.

The offer of two Pixellot units – one for indoor events and the other for outdoor contests – has been extended to all 19,500 high schools in the 51 NFHS member state associations. The NFHS Network is a joint venture of the National Federation of State High School Associations (NFHS), its member state associations and PlayOn! Sports.

In addition to receiving two free Pixellot production units, schools will receive a larger percentage of subscription revenue generated from their events, effective August 1, in an effort to offset revenue losses from reduced attendance.

“We recognize that the next several years will be challenging for our high schools and state associations,” said Mark Koski, CEO of the NFHS Network. “Many are facing budget cuts and reduced resources, and attendance at athletic and other school events may be restricted. From the NFHS

Network's inception seven years ago, we have been driven by the goal to create a platform that showcases every high school event across every sport and every level of competition. Consistent with this goal, we want the High School Support Program to demonstrate our continued commitment to help our partner schools manage through the inevitable complications created by COVID-19."

The Pixellot automated production solution was introduced to high schools three years ago and has quickly become an integral component of the NFHS Network's offerings. The Pixellot solution allows every event to be streamed live without requiring personnel to produce the games. There are currently more than 5,000 Pixellot units in high schools across the country which will produce in excess of 250,000 live games this upcoming school year with no human involvement.

In addition to livestreaming 27 different sports, the NFHS Network also covers performing arts, graduations, award ceremonies and other school events. To date, the NFHS Network has distributed more than \$25 million back to participating high schools and state associations.

For more information about the High School Support Program, please visit www.nfhsnetwork.com/supportprogram.

Schools wishing to sign up for free Pixellot units should visit www.nfhsnetwork.com/pixellot.

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About the National Federation of State High School Associations (NFHS)

The NFHS, based in Indianapolis, Indiana, is the national leadership organization for high school sports and performing arts activities. Since 1920, the NFHS has led the development of education-based interscholastic sports and performing arts activities that help students succeed in their lives. The NFHS sets direction for the future by building awareness and support, improving the participation experience, establishing consistent standards and rules for competition, and helping those who oversee high school sports and activities. The NFHS writes playing rules for 17 sports for boys and girls at the high school level. Through its 50 member state associations and the District of Columbia, the NFHS reaches more than 19,500 high schools and 12 million participants in high school activity programs, including more than 7.9 million in high school sports. As the recognized national authority on interscholastic activity programs, the NFHS conducts national meetings; sanctions interstate events; offers online publications and services for high school coaches and officials; sponsors professional organizations for high school coaches, officials, speech and debate coaches, and music adjudicators; serves as the national source for interscholastic coach training; and serves as a national information resource of interscholastic athletics and activities. For more information, visit the NFHS website at www.nfhs.org.

About NFHS Network

The NFHS Network is the leader in streaming live and on-demand high school sports. The NFHS Network covers 27 different regular season and postseason sports, as well as other high school activities, celebrating the accomplishments of students-athletes, student broadcasters, and high schools across the country. Partnered with the National Federation of State High School Associations (NFHS), 45 high school state athletic/activities associations, and PlayOn! Sports, the NFHS Network is a joint venture created to provide fans with the ability to stream high school sports on any device, from wherever they are. All NFHS Network events are available to watch online at www.NFHSnetwork.com and through the NFHS Network Live App for iOS and Android. Follow us on Facebook, Twitter, Instagram, and YouTube.

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