

## **CBS Sports Turns to MediaSilo at AT&T Pro-Am**

Published on 02/16/09

MediaSilo provides network viewers video of winner: With stormy weather delaying play at the PGA Tour's AT&T Pebble Beach Pro-Am, CBS Sports producers had limited video of the event leader and eventual winner Dustin Johnson going into their Sunday broadcast. With downloads using the MediaSilo platform, viewers were able to see additional Johnson highlights including the winning putt.

Boston, Massachusetts - With stormy weather delaying play at the PGA Tour's AT&T Pebble Beach Pro-Am, CBS Sports producers had limited video of the event leader and eventual winner Dustin Johnson going into their Sunday broadcast. With downloads using the MediaSilo platform, viewers were able to see additional Johnson highlights including the winning putt.

The tournament, played on three different courses is a logistical challenge for live broadcast and requires the network to focus mainly on the primary course, Pebble Beach. Johnson, a tour underdog, wasn't scheduled to play at Pebble for CBS's Saturday broadcast. However, event videographers OMG Media Group followed Johnson through the end of his round and were providing broadcast downloads via the AT&T Pro-Am's official website.

"We've been using MediaSilo for VNR (video news release) delivery exclusively," said Tim Ahlin, Production Manager for OMG. "All the CBS Sports producers had to do was download our Johnson highlights and import them into their Avid editors and push the file up for broadcast. With MediaSilo as our content distribution platform, it's that easy."

Highlight distribution is managed through MediaSilo's VNR/EPK distribution platform, also used by the Wal-Mart First Tee Open at Pebble Beach and a variety of festivals and organizations. The feature is one of several online video tools provided by MediaSilo. Others include online video collaboration, content management, web broadcast and metadata integration for Final Cut Server (beta).

"This is a classic example of MediaSilo's effectiveness for content management and distribution," said Kai Pradel, MediaSilo CEO. "It's cost effective and it works. The package used by the tournament is just \$49 a month, clearly an excellent investment." Johnson was declared the winner of the rain shortened event and presented the trophy at a ceremony Monday.

MediaSilo:  
<http://www.mediasilo.com>

AT&T Pebble Beach National Pro-Am:  
<http://attpbgolf.com/press-room/index.php>

OMG Media Group:  
<http://omgmediagroup.com>

About MediaSilo - MediaSilo is Boston-based online media company created by video production professionals and web application designers to deliver an Internet based video content management and collaboration solution. MediaSilo is privately held.

About OMG Media Group - OMG Media Group is a media marketing and consulting firm specializing in promotional content creation and online distribution of VNR's, EPK's and

prMac: Publish Once, Broadcast the World :: <http://prmac.com>  
related video. OMG is based in Salinas, California.

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Lindsay Lacher-Katz

617-423-6200

[lindsay@mediasilo.com](mailto:lindsay@mediasilo.com)

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