

OSU Liveboard Productions

PMTV's Turnkey Production Services a Big 12 Hit



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Oklahoma State University has cut the ribbon on their newly renovated Boone Pickens Stadium, with extensive facility upgrades made possible by \$180 million in funding from Boone Pickens and other private contributions.

Among the upgrades to the stadium are two new spectacular 20½ by 35 ft. Daktronics High Definition video boards. With the installation of the two new video boards (bringing the stadium total to four, one in each corner), OSU also made the commitment to upgrade all video production elements to give their in-stadium fans network broadcast quality video, replays and graphics - and they turned to PMTV to provide turnkey Production Services.

PMTV brought in PSG-Cox for the Mobile Unit and pre-production graphics, and veteran Director Mike Bruce to ensure a great show every week. PMTV also provided all Crew, Production Coordination and Management, and Production Documentation for the eight-game home football season. PMTV has also been preferred to provide video board production for each of OSU's home Men's and Women's Basketball games at Gallagher-Iba Arena.

Boone Pickens himself, head of the OSU Fan Posse, was on hand on opening day to dedicate the renovated stadium and to watch the action on the field and the big screens as OSU topped the SEC's Georgia Bulldogs 24-10 in a nationally televised contest.

"It is very important for us to be able to feature high-quality video, replays, graphics, stats and other game elements that people have come to expect from watching televised sports when they visit us here in Stillwater", said OSU Associate AD/Senior Woman Administrator Amy Weeks. "PMTV consistently helps us to deliver an exciting live experience for our fans that is second to none in NCAA sports. We couldn't ask for a better Production Partner."

Services provided by PMTV on a turnkey basis to OSU include:

- Mobile Unit with 5 Cameras, EVS, Tape, Graphics, and all production equipment
- All Pre-Production graphic elements, including video for home team player headshots, still and moving graphics, replay moves, and sponsored elements.
- All Crewing and Production Management.
- ENG style coverage of OSU's "The Walk", covering the Cowboy's traditional pre-game stadium entry march.
- Post-game Press Conference coverage.
- Video Feeds to in-stadium suite monitors and campus Cable TV system.
- Walk-away BetaSP tape and DVD game reels, and Sponsor highlight segments.
- Replay feeds for non-broadcast games.

PMTV is able to draw on 20 years of experience in providing sports broadcast production services for thousands of games and events from the Super Bowl to the Olympics, working with clients such as ESPN and the other major networks, the Big Ten Network, NFL teams, NHL teams, the NCAA and countless other organizations.

PMTV's Production Documentation Package clearly lays out every detail - including all Mobile Unit and production elements, Crew Assignments, Communications, and Event Schedules - ensuring flawless production control and management.

The Result: OSU fans get the best of both worlds - in-stadium action combined with network broadcast quality replays and graphics. OSU's sponsors enjoy a world class, flexible and responsive vehicle for their messaging. OSU's Athletics and Production staff enjoys the confidence of working with an experienced production partner, and the convenience of a single turnkey source to manage the multitude of tasks and details required to professionally assemble and accomplish a great show.

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