



Memorandum

Live Streaming of Superseries

Tuesday 21 June 2011

Dear Member Associations

The BWF completed last week a soft-launch of its official badminton live streaming and Video-on-Demand (VOD) channel.



The online channel, <http://badmintonworld.tv> is hosted on Youtube and is the product of a partnership between the BWF and Google that was facilitated under the advisory of TotalSportsAsia.

The **2011 Djarum Indonesia Open** hosted this week in Jakarta will be the second event to be streamed live and this follows on the back of a successful launch of this service at the Li-NING Singapore Open last week. The streaming of matches starts from this Thursday.

This service is free and online streaming for the 5 **Premier Superseries** will begin from the **round of 16 matches**, while the remaining 7 legs of the Superseries will showcase TV-court matches from the **quarterfinals** day to the finals. At least 5 matches will be streamed on each day.

The official online channel will offer ardent badminton fans all over the world free online streaming of at least 5 matches a day (geo-blocking will apply to local viewers where the event is being hosted).

Please find attached a file to place on your websites, and we would be grateful if you would let your members and badminton fans know about this opportunity.

Kind regards

Stuart Borrie
Director of Operations
Badminton World Federation