



# ASAA AND HUDL ANNOUNCE THREE-YEAR LIVE STREAMING AGREEMENT

FOR IMMEDIATE RELEASE

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The Alberta Schools' Athletic Association (ASAA) and Hudl, a leader in high school sports live streaming, announced today a three year agreement. The deal makes Hudl the official live streaming partner of ASAA Provincial Championships effective immediately.

"We are excited to announce this partnership" said John Paton, Executive Director for the ASAA. "This will support the Strategic Plan of the ASAA to better promote and support high school athletic programs across the province. Hudl is an incredibly innovative company, which shares our values in putting student athletes first and providing quality and memorable experiences."

"Our team is honored to have Alberta be our first international contract for live streaming high school sports," said Brittany Mattern, Sales Manager—Canada for Hudl. "John and the ASAA are focused on creating opportunities for the students and member schools they serve and we are thrilled to be a part of it."

## About the Alberta Schools' Athletic Association

The ASAA is a voluntary, non-profit organization that was established in 1956 to coordinate a program of worthwhile athletic activities for the young people of Alberta in an educational setting. The ASAA now oversees the coordination of provincial championship events in 12 sports for Alberta's high school student athletes. Involving over 55,000 student athletes and 10,000 volunteer coaches across 400 high schools, the ASAA believes in creating tomorrow's leaders through high school athletics.

## About Hudl

As a global leader in performance analysis technology, Hudl helps more than 200K sports teams—from grassroots to the pros—prepare for and stay ahead of the competition. A complete suite of video and data products ensures coaches have the insights they need and athletes get the shot they deserve. 6M users across 40+ sports use Hudl's best-in-class software, hardware and services, including online coaching tools, mobile and desktop apps, smart cameras, live streaming, wearables, analytics, professional consultation and more. Learn more at [www.hudl.com](http://www.hudl.com).

## How to watch ASAA Provincial Championships

Fans can watch the ASAA Provincial Championships by visiting [www.asaasportsnetwork.com](http://www.asaasportsnetwork.com) or by downloading the Team1Sports App on Amazon Fire TV, Android TV, Roku, and tvOS, or for mobile on Android and iOS. ASAA Provincial Championships will be broadcasted on the ASAA Network.

## Launch Free Trial

As part of the ASAA Network Launch, fans will have three chances to trial the ASAA Network for free on Saturday, November 18 with the following broadcasts:

### Football

Live from Comet Stadium in Raymond

1:00pm – Tier I Semifinal – Raymond vs. St. Francis (Calgary)

### Volleyball

Live from Central Alberta Christian High School

3:45pm – 2A Girls Central Zone Championship

5:00pm – 3A Boys Central Zone Championship

## Packages

Fans will have the opportunity to purchase packages and game passes for the ASAA Network (all prices in CAD and do not include any applicable taxes): **2023/24 Provincial Championships All Access Pass: \$99.95**

Football, volleyball, basketball, team handball, rugby xv

a. **\$29.95 weekend pass** (for all classifications per sport)

b. **\$19.95 per day** (for all classifications per sport)

c. **\$9.95** per game or match

Curling, wrestling, cheerleading, badminton, rugby sevens

a. **\$14.95 weekend pass** (per sport)

b. **\$9.95 per day** (per sport)

## School Channels

Multiple ASAA schools have their own channels within the ASAA Network. Please visit [www.asaasportsnetwork.com](http://www.asaasportsnetwork.com) to view these channels. Any payments that schools may charge for accessing their channels are separate from the ASAA Network packages listed above.

## Media Contacts

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