



CASE STUDY

# HB Brings Rider University Athletics to ESPN3

Rider University is committed to student growth, transformation, and leadership. The school, in Lawrenceville, New Jersey, is a Division I member of the National Collegiate Athletic Association and the Metro Atlantic Athletic Conference.

HB





President of Rider University, Gregory G. Dell’Omo believes that sports are the “front porch to any university,” it’s the first way a student can find and identify with that school. Given this, they sought out HB Communications to help create a mobile production trailer so they could strengthen their front porch by streaming their athletics to BroncVision and ESPN3.

## Challenge

When Rider decided they wanted to change their approach to digital broadcasting, they knew their solution needed to be turnkey and include student engagement. They wanted to be able to bring students in, train them on equipment, and have them run the operation. The school’s mission of engaged learning needed to be at the fore.

They had begun the process by deciding between a master control room and the scalable HB MobilePro Trailer. The biggest obstacle to a control room: how do you broadcast a baseball game from one room when the game is going on all the way across campus or in another state? While Rider’s campus is not the largest, it’s also not small enough to not feel detached when broadcasting from a control room. Chris Foster, Assistant Athletic Director for Digital and New Media at Rider said he wanted “viewers at home that watch our broadcast to be able to turn on ESPN and watch a Duke, UNC basketball game and turn on ESPN3 and watch a Rider, Marist game and see no difference in quality, no difference in broadcast, and the trailer enables us to do that.”



## Solution

HB in collaboration with All-Star Sports Technologies and SignPro fully customized a 20ft. trailer. It includes a 24-input video switcher, a 32-input digital audio mixer and 4, 1080i HD-quality broadcast cameras and lenses. The outside of the trailer has wraparound branding for the university and three doors allow for quick and easy access to the control, rack room, and trailer at large. Utilizing lightweight aluminum the trailer can be pulled by any large SUV or pickup truck.

The interior floor accommodates different weather scenarios. The HVAC system, unlike a typical trailer that will have one vent that is likely to leak, has a commercial HVAC, dual-zone system. The rack room can keep its own temperature zone while allowing the students to stay comfortable in their zone. This turnkey broadcasting solution is easy to use, and students are learning and utilizing the technology from day one. They are learning how to use, operate, and breakdown Hitachi cameras, a Ross Carbonite switcher, graphics packages from ESPN, and replay operations through an Avid PlayMaker system. The cables can be found directly behind the monitor wall and are easy to access which is invaluable in a live broadcast environment.



## Result

Rider University sought to be able to live-stream 10 different sports teams from the field. Their first live-stream game was back in 2010 on one camera, with no scoreboard or audio. This became BroncVision.

By 2013, the school added announcers, audio, brand, and were streaming on a small scale. While this was an incredible improvement, by 2018, camera-people still had to run for cover and wait to continue their livestream whenever it rained.

By spring 2019, Rider was live broadcasting up to six camera shoots with live play-by-play and color commentary on ESPN digital networks. Now, there are no rain or any other interruptions. Foster noted that, “Us having the HB trailer is instrumental in our relationship with ESPN. It enables us to go to ESPN when we have games and say this is our broadcast, they ask for all of our tech specs, and we can just get in, get out, yes we have everything, let’s go to the broadcast—it makes it easy.”

In February of 2019 Rider was invited to bring the trailer to Albany to Times Union Center to broadcast the first 3 days of the MAC (Mid-American Conference) men’s and women’s basketball championship. They shot 14 games in 3 days with a 13-member crew of Bronc staff.

The success of the trailer has helped Rider to attract partners, sponsors, externals, and new students. Next, they aim to produce off campus and non-athletic events.

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“We would **absolutely recommend** HB for this production truck, the experience of working with them and putting together this trailer has been bar none. I can’t describe enough how much this has done for our university. We get **so many more recruits** and so many more people interested in our program. I know we’ve only had this trailer for one year, but it’s been a fantastic year and we’re always looking forward to how we can improve our productions and how we can improve our trailer and **HB has been such a critical, crucial, and amazing partner for that.**”

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–Diana Kuowycykj  
Coordinator of Marketing and  
Promotions at Rider University

project duration

**120 DAYS**

key manufacturers

**ROSS**



**HITACHI**

