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Largest Equestrian Event Producer Signs With TodoCast Network



Headquartered in the heart of the West Coast hunter jumper scene, Show Jumping Unplugged produces over thirty sanctioned equestrian events a year around the world and currently broadcasts a weekly show to over twelve million homes from their Rancho Santa Fe, California studios.

"TodoCast is the complete, high quality, live internet broadcasting system that we have been searching for," said Paul Peterson, Show Jumping Unplugged President. "They're the only company that can provide the lightweight satellite dish hardware, satellite time, online development tools, interactive chat function, pay-per-view engine, and sponsored skins on our own Show Jumping Unplugged TodoCast.tv channel all under one umbrella."

Show Jumping Unplugged uses four to eight cameras to deliver a professional sports program on par with major network productions complete with commentators, interviews and background stories on the riders, horses and owners at events in six different countries over the next year. TodoCast now gives them the solution allowing their productions to truly reach the worldwide audience that is attracted by this sport.



SJU Mobile Production H1 With TodoCast Dish

New Partner Blaze Streaming Media Webcasts American Society of Interior Designers Conference

Due to severe economic pressures, many event conference promoters are faced with sharp declines in attendance, advertising and other revenue generating options. Portland, Oregon TodoCast partner Blaze Streaming Media is targeting this industry to offer them new opportunities to reach their constituencies and increase their revenue using the TodoCast suite of services.

On April 3rd and 4th, they produced an event for the Oregon Chapter of The American Society of Interior Designers. The society was able to increase the overall number of members in attendance through the low cost TodoCast live streaming video platform. Their members throughout Oregon simply, and securely, logged on to view the conference as it happened.