

CBS-HQ: William Hill Sportsbook
Press Statement
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BitFire Makes Foray into Sports Betting with CBS Sports HQ and William Hill Partnership

The 2020 partnership between CBS Sports HQ and William Hill, the largest sports betting business in the U.S., opened the door to new opportunities for BitFire in the face of a global pandemic. With fan engagement at the forefront, CBS Sports HQ needed a production and transmission solution capable to cover live shots from William Hill's Las Vegas sportsbook, and then send feeds to CBS HQ's control rooms in Fort Lauderdale and Connecticut. What BitFire produced was a comprehensive, semi-permanent announcer infrastructure that has raised the bar for transmission technology solutions.

BitFire provided William Hill, with a production kit that includes a PTZ camera, DMX lights, audio IFB, and BitFire's proprietary server. CBS HQ has complete control of live shots in Las Vegas from its studio locations on the east coast. The setup provides professional-grade video and audio of William Hill's betting analyst in Las Vegas as instantly and frequently as needed with perhaps only one operations person required to be on-site. Execution is simple, and the entire infrastructure is easily tucked into the wall when not in use. BitFire is sure to be a permanent addition to this strategic partnership as William Hill's footprint expands in the coming year.