



For Immediate Release

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BitFire Networks Expands Support for Major League Rugby

PHOENIX, Ariz. – (February 16, 2022) BitFire Networks’ agreement to bring Major League Rugby (MLR) to an international audience has been extended throughout 2022.

As MLR’s fifth season kicked off on February 5, BitFire expanded their efforts to support the league’s broadcast transmissions across the globe. This partnership began in 2021 and will now run through the entire 2022 eighteen-week season, followed by the Championship series.

“BitFire is thrilled to continue our partnership with such an elite broadcast group in showcasing Major League Rugby to the world,” said Bob Sullivan, President and CEO of BitFire Networks. “MLR execs were so pleased with our production capabilities, that they asked us to partner on the current season.”

BitFire’s one-of-a-kind technology is central to helping the league’s production partners with broadcast program transmission, monitoring and REMI – or Remote Integration Model – support.

BitFire will use its customized live production system and again partner with two of MLR’s top production teams, L2 Productions and Tupelo Honey, in broadcasting the 2022 matches. BitFire deployed servers in the control rooms of L2 Productions and Tupelo Honey. Servers were also installed on several of the mobile units that will travel to the team’s venues.

This REMI workflow solution will allow the production companies to have their crews produce game coverage remotely, with only minimal staff onsite at the venue. BitFire’s transmission solution will keep all the video and audio feeds perfectly in-sync – allowing the production crews to produce the game exactly as they would on-site.

BitFire also continues to expand their proprietary transport network allowing them to manage program transmission for every MLR game to regional, local and OTT affiliates across the U.S. and Canada.

With the ability to distribute each game to multiple sources at the highest quality, BitFire Networks is truly providing a turn-key solution for the league’s on-air distribution. In the 2022

season BitFire will manage coverage that will air on NBC Sports, Bally's, AT&T, TSN, and several local network affiliates.

"Innovating & delivering live production and broadcast solutions is what BitFire does all under one roof," added Sullivan. "Our reliable, crystal-clear broadcasts are essential in a remote production world, to the hundreds of thousands of fans who watch professional rugby each year.'

Major League Rugby represents the highest level of rugby competition in North America. Founded in 2018 with 7 inaugural teams, MLR has grown to 13 teams across the United States and Canada, broadcasting on major television networks, as well as on Facebook Live for international fans.

BitFire specializes in live event video production, internet streaming and TV broadcasting for sporting events across the country. With clients like the NFL, MLB, NHL and Major League Soccer, BitFire produces hundreds of live sports events each year and has perfected the delivery of multi-camera transmission services and broadcast solutions.

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About BitFire

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post-production capabilities. BitFire is taking live video from where it is, to where it needs to be. Visit BitFireNetworks.com for more information.