



# Media Release

June 2016

## **JT brings global event to the eyes of the world through industry leading connectivity**

Jersey based digital media company Senergy Digital have secured a partnership with the tourism marketing office, Visit Jersey to promote the event and JT, the Island's primary telecoms operator, to deliver first-class digital streaming of the 2016 Bloch Dance World Cup to a worldwide audience.

The online service, free-to-view, will be available on any device. Additional video content will document the incredible excitement of the event and will be broadcast on the stream and through social media channels.

Huge demand for the service is expected following excellent results from the Dance World Cup held in Romania last year, which saw over 3 million streaming minutes watched in 92 countries through the course of the 7 day event; over 420,000 individual views.

Bloch Dance World Cup, a prestigious dance competition expects over 3,000 competitors from 41 countries to perform in Jersey during the week long contest, starting June 25th.

Visit Jersey's support for the live stream comes at the same time as the launch of their new brand for Jersey, which presents an exciting new vision for the marketing of the island.

This also coincides with the 2016 launch of the Dance World Cup online members platform 'Club Wow', tailor made by Senergy to bring the dance community together. 'Club Wow' provides competitors with members-only access to event photographs and video-on-demand. Users of the live stream and Club Wow platform will be greeted in advance with intelligently tailored Visit Jersey promotional content. Visit Jersey will then stay connected with the 3,000+ competitors and the global live stream audience through digital and social media remarketing campaigns.

### **Adam Caerlewy-Smith, Head of Marketing for Visit Jersey said:**

*"We're delighted to be supporting this year's Bloch Dance World Cup and are excited about sharing our new brand with visitors to the island. The live stream enables us to showcase just how beautiful Jersey is to audiences across the world, so they too can enjoy #theislandbreak. We would like to welcome everyone to Jersey and wish the dancers competing the best of luck!"*

The 'Club Wow' media services are powered by JT. The telecommunications provider is supplying access to its world class fibre infrastructure to enable the Dance World Cup to be streamed around the world. JT are also keeping competitors connected by offering complimentary JT SIM cards to

[www.jtglobel.com](http://www.jtglobel.com)

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access its 4G mobile network during their stay in Jersey, along with exclusive product offers available in store.

## **Tamara O'Brien, Head of Marketing for JT said:**

*"JT is very pleased to support the organisers and in particular Senergy Digital to enable its Club Wow digital hub to live broadcast the 2016 Bloch Dance World Cup around the world. We are proud to offer access to our fibre and 4G networks to make this the most digitally-enabled event in the Bloch Dance World Cup history. This is a really exciting event for Jersey to host and it is a pleasure to assist Jersey in being presented to a global audience as a location with world class technological capabilities as well as excellent event facilities. We welcome the organisers, competitors and supporters to Jersey for what promises to be week of entertaining, competitive and inspiring dance."*

With an incredible response to last year's live coverage from Romania, generating over 3 million streaming minutes, Senergy Digital are anticipating huge demand for their services once again.

## **Dan Williams, Digital Director for Senergy Digital said:**

*"During our 4 years working with Dance World Cup internationally we've continually evolved and innovated our media products to provide a best in class digital media service to competitors. Last year in Bucharest, for the first time, we provided the live streaming of the Dance World Cup for free to anyone who wanted to watch. The free live streaming link was shared on social media so fast the number of people who watched the event online surpassed our wildest dreams. Our cloud based systems coped extremely well with the unexpected influx of traffic and at one point were clocked handling over 15,000 requests per minute."*

*We're delighted to have the opportunity to partner with Visit Jersey to provide free live streaming for all, and to work with the Visit Jersey team to use our platform to showcase the beautiful island of Jersey to a global audience. We are grateful for the support of JT and for access to JT's fibre and 4G networks which will allow us to deliver superb media services from Jersey at speeds we haven't been able to achieve in any previous host country".*

## **JP Le Blond, Operations Director for Senergy Digital said:**

*"The Dance World Cup is truly a remarkable event. To bring every second of the competition to a global audience for free is not just great for the viewer, but is a fantastic opportunity for every dancer performing at the competition to showcase their ability, dedication and determination to the world. We feel privileged to be in a position to give each dancer the exposure they rightly deserve."*

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*Our team of 20 will deliver comprehensive coverage of the competition through video, photography, and social media content, and provide onsite support at the event. This is our 4th year working with the Dance World Cup and, once again, this year we can make the global live stream available for free thanks to the amazing support of Visit Jersey and JT”.*

Bloch Dance World Cup takes place between 25th June and 2nd July at Fort Regent. Users can watch the Bloch Dance World Cup live and at no cost from <http://wow.dwcworld.com>

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