



# Media Release

8th July 2016

## **JT's industry leading connectivity brings the Bloch Dance World Cup to a global audience.**

The 2016 Bloch Dance World Cup was broadcasted to a global audience thanks to a partnership between Jersey based digital media company Senergy Digital and JT.

JT provided the infrastructure to support global seamless streaming facilities for the organisers which saw over **3.43 million streaming minutes** watched in **107 countries** through the course of the 8-day event, with over **347,000 unique views** of the live stream. 51% of viewers watched via a smartphones, with 26% on desktops and 23% on tablet devices.

Over 3,000 competitors from 41 countries performed in Jersey during the eight-day contest that took place at Fort Regent. JT's superfast fibre-broadband and 4G networks enabled Senergy Digital to provide dance lovers and event supporters from around the world with a free-to-view, first class live online broadcast via Club Wow media services.

**Dan Williams, Digital Director at Senergy Digital commented:** "We are grateful for the support of JT and for access to JT's fibre and 4G networks which allowed us to deliver superb media services from Jersey at speeds we haven't been able to achieve in any previous host country."

He added: "To bring every second of the competition to a global audience for free was not just great for the viewer, but a fantastic opportunity for every dancer performing at the competition to showcase their ability, dedication and determination to the world. We were privileged to give each dancer the exposure they rightly deserve."

**Tamara O'Brien, Head of Marketing for JT said:** "It was a pleasure to support Senergy Digital by providing superfast connectivity to help make this the most digitally-enabled event in the Bloch Dance World Cup history. It's really important that, when events with a worldwide audience happen in the Channel Islands, the organisers can rely upon our enviable infrastructure to broadcast live

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coverage. Above all else, it's events like this which are important in showcasing what Jersey has to offer and the capability we have in terms of technology.”

Highlights of the 2016 Bloch Dance World Cup can be viewed on the following links:

<https://vimeo.com/172626164>

<https://vimeo.com/172241645>

ENDS

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