

Live Broadcast for Capital Punishment

Star studded basketball game to be streamed with pay per view through DaCast

SAN FRANCISCO, August 9, 2011 – DaCast, the first fully integrated, self-service platform for live streaming, today announces an agreement with The Basketball Channel to live stream Capital Punishment to sports fans with a game featuring NBA stars such as Kevin Durant, James Harden and John Wall.

“We are excited to be able to offer Capital Punishment: The Drew League (LA) vs The Goodman League (DC), to loyal summer basketball fans worldwide that have been missing the action due to the current NBA lockout,” said Frederick Smith, Jr, The Basketball Channel Founder and President. “Through working with DaCast, we will be able to live stream the event and rely on their integrated Pay-in-Play system to handle pay per view transactions. This gives fans the ability to purchase an all access pass to the event directly from the media player while DaCast’s self-service setup gives us full control over pricing.”

The Capital Punishment event is set to deliver familiar, well known stars from the NBA under one roof with a different twist. The game is taking advantage of the DaCast [online video service](#) to the fullest by offering a social element. During the event, players will be monitoring and answering their Twitter accounts allowing fans a chance to interact and comment directly on the game while it’s happening.

Capital Punishment will be streamed from Trinity University in Washington DC, and features the local Goodman League under coach and league Commissioner Miles Rawls with players such as Kevin Durant, John Wall, Tywon Lawson and Gary Neal. They will go up against the world famous Drew League from Los Angeles, under league Commissioner Dino Smiley and coached by Baron Davis. The Drew League team features players such as James Harden, DeMar DeRozan, Nick Young and Dorell Wright.



The event will be broadcast live on August 20th and will be hosted by NBA All Star Marques Johnson. The pay per view cost is \$4.99 for the live event up until August 19th, while the cost will be \$9.99 if purchased on game day from DaCast’s Pay-in-Play system, which is a unique integrated payment setup that lets viewers purchase directly in the media player without having to leave the website. The broadcast will start at 6:00PM EST, 3:00PM PST. Pay-per-views can be purchased now at thebasketballchannel.net

About DaCast

DaCast specializes in delivering an easy to use monetization platform for live and video-on-demand streaming. The company is headquartered in San Francisco, California. For additional information, please visit www.dacast.com.

About The Basketball Channel

The Basketball Channel will be the first and only cable/satellite/VOD television network of it's kind dedicated to covering the game of basketball; high school, college, pro and pro-am, 24 hours a day, 7 days a week, 365 days a year. For more information about The Basketball Channel please visit www.thebasketballchannel.net or email us at info@thebasketballchannel.net.

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