

9th annual Andreea Raducan Gymnastics Cup streamed live with overlay graphics

About the project

The Andreea Raducan Gymnastics Cup is an annual event for young Romanian gymnasts. It aims to bring the spirit of a big international competition to local kids and encourage their love for the sport. Its founder and namesake, Andreea Raducan, is a retired Romanian gymnast and Olympic champion. With her influence on the sport, the five-time world champion decided to create an event with national importance in 2011. The ninth edition of the prestigious Andreea Raducan Gymnastics Cup took place in May 2019 in Barlad and brought together gymnasts from all corners of Romania. And just like last year, the event was streamed live on Facebook and YouTube via the [CamStreamer App](#). But this year there was one difference – an infographics overlay.

Technical solution

“It was the first time we used the [CamOverlay App](#) on one camera, and I can say it really works. It’s smooth and easy and brings a whole new level of engagement,” says Monica Musca of IPR, the agency that helped produce the live stream. She continues: “The CamOverlay App creates a new level of dynamism in the stream; it brings a real TV experience to the online environment.” The information displayed in the CamOverlay App’s InfoTicker service included the name of the gymnast and her club. The [AXIS P1365 Mk II](#) Network Camera was selected to broadcast the competition, with the [CamStreamer App](#) and [CamOverlay App](#) onboard. This fixed-box IP camera delivers excellent image quality and detail even in low light, and it captures rapid movement in HDTV resolution, which makes it perfect for live streaming of dynamic sports. To achieve the best possible experience and maximum authenticity, the camera was fitted with a top-quality [AXIS T8351 Mk II](#) microphone.

Conclusion

The event was streamed live to two Facebook pages – @AndreeaRaducanOfficial and @AxisCommunicationsRomania – as well as to the YouTube account of [Axis Communications Romania](#). The interest the live stream generated was noticeable: in total, the live broadcasts reached nearly 190,000 viewers and received over 4,100 likes and more than 5,600 comments. Moreover, the live stream enabled family members who couldn’t be at the venue to watch their daughters, granddaughters, and sisters competing live, the value of which is incalculable and cannot be overlooked.



Video quality	1080p
Audio	AXIS T8351 Mk II microphone
Camera model	AXIS P1365 Mk II
ACAP applications	CamStreamer App CamOverlay App
Streaming platform	Facebook , YouTube
Location	Romania

