

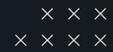


A BUYER'S GUIDE TO

Hudl Focus

In the [smart camera buyer's guide](#), we gave you questions to ask while picking an automatic capture and livestream solution. In this one, we're giving you all of our answers.





Here's the deal.

When it comes to filming, uploading and livestreaming your games, you need the flexibility to choose what's right for your program. So every decision we make while designing **Hudl Focus** solution centers around exactly that: flexibility.

No required installation costs. No exorbitant exit or cancellation fees. No long-term contracts that dictate your streaming options. Just a high-quality, intuitive automatic camera that lets you livestream on your terms.

Keep reading to see the answers to all your questions about Hudl Focus.

Livestreaming & Broadcasting

With Hudl Focus, you're in the driver's seat. You control where you stream, who you partner with, and how you charge viewers (or don't!). It's your video—you should be able to livestream it whichever way you want.

In addition to answering the questions below, we've also put together some helpful resources to help coaches [set up different types of livestreams](#), as well as help athletic directors think about [monetizing their streams](#) in different ways.

How automated is the process for capturing film from the camera and putting it into livestream/broadcast production?

Hudl Focus will automatically record any games listed on your Hudl schedule. With one tap in the Focus app, you can stream directly to YouTube. If you want to send the stream to a broadcast partner, just make sure that the computer running that software is wired into the same network as your Focus camera. You'll then be able to choose Focus as the source of your broadcast.

How much control do we have over our advertisements?

We firmly believe that you should be able to make money off of your video in the way that you see fit. We have no imposed restrictions or limitations on how you advertise through your streams. That will all depend on the broadcast production software and livestream platform you choose, so be sure to go with a partner who gives you the flexibility you need.

What's the cost for each product or service I will need to livestream my games?

The Focus camera costs \$3,000, but when purchased as part of an [athletic department package](#), it's heavily discounted (along with the rest of your Hudl products). Be aware that there may be additional costs associated with the broadcast software or livestream platform you choose in addition to Hudl.

How flexible are the camera's streaming options?

Hudl Focus lets you [stream video in two main ways](#). One option is to stream directly to YouTube for a free and simple livestreaming solution that doesn't charge fans and parents to watch games. The other option lets you send your stream to any broadcast software that accepts video through an IP feed—available with most broadcast software solutions. This ultimately allows you to choose where you send the livestream and if you want to monetize it.

How many/which platforms can our school stream to?

You can choose. Hudl Focus will livestream directly to YouTube, or send the video feed to the broadcast software of your choice.

Are there any required contracts with a specific streaming partner? What are the terms of the contract?

It depends on the streaming partner you choose. Hudl does not impose any contracts or requirements related to any streaming software you partner with.

How quickly can we monetize our livestream to generate revenue for our school?

That depends on the broadcast software that you choose, but we've made sure that the Hudl Focus camera is compatible with broadcast software that allows you to start getting money from your livestreams immediately, not years in the future. Want to see other ways to monetize your livestreams? Check out [this blog](#).

Are there any upfront fees our school needs to pay to monetize our streaming content?

This is a good question to ask your broadcasting partner. They all operate differently.

What rights does the vendor have over my school's video?

Some broadcast vendors share video streamed on their platform with media partners, allowing them to reproduce and distribute it. Always ask about privacy when deciding who you want to work with. Hudl does not claim any ownership over video that is livestreamed. Once video is in your Hudl account, however, we have dual ownership that allows us to create and publish highlights.

Will they resell our school's content? If so, do we share in that revenue and how much of it do we get to keep?

This is another good privacy question to ask your broadcast software partner—you could end up getting pennies back for every dollar that fans and parents pay. Rest assured, Hudl won't take any part of the revenue that your school generates through livestreaming.

Can our school use the raw source video outside of the livestream? If no, why not?

Hudl Focus automatically uploads raw game and practice video to your Hudl account, which you can review, analyze, and share however you like.

Total Cost

In the midst of uncertainty, you want transparency and control. We've got you covered. You'll always have visibility into the total costs of your products and services, including everything to do with your camera and livestreaming options.

What's the overall price of the camera?

The Focus camera costs \$3,000, but when purchased as part of an [athletic department package](#), it's heavily discounted (along with the rest of your Hudl products).

Is it a one-time payment or yearly subscription?

You will pay \$3,000 per year as part of your Hudl subscription.

Will I need to pay taxes?

Yes, unless your school is tax-exempt. If that's the case, send us your form and we'll get it taken off your invoice.

What is the average cost to install?

Schools that hire a contractor spend an average of \$400 to install their Focus camera. (If you have someone handy on staff, it's \$0.)

Will I need to hire a contractor, or can I install it myself?

It depends on your gym's environment and infrastructure. If you already have power and ethernet sources installed, it's easy to get the camera on a wall yourself.

Does the camera come with installation hardware or will I need to purchase that?

You'll need a drill, level, ladder or scissor lift. If you're mounting into concrete, you'll also need [a few extra materials](#). Everything else you need comes in the box with your camera.

Does the camera require separate software to operate?

Hudl Focus is the only camera that uploads video directly to Hudl, and Hudl itself is the only software you need to operate the camera.

Does that software enable me to provide game and practice analysis?

Yes, Hudl has all the video and data tools you need to find key moments fast and build an effective game plan.

Does the camera upload automatically to Hudl?

Yes. In fact, it's the only camera that uploads automatically to Hudl. Other smart camera systems require you to download the video before uploading it to Hudl yourself.

What's the price for any software the camera requires?

Hudl subscriptions for high school teams start at \$900. But you can save if your school purchases an [athletic department package](#).

Does our school get a new camera if there's a technology improvement during the contract period? Is there an associated cost for the upgrade?

Hudl Focus' software is constantly being improved. Those updates are sent automatically to the camera at no extra cost to ensure you're getting the best video possible.

Is there a warranty on the camera?

If something happens to your camera, the replacement is on us—but Focus is reliable inside and out. The hardware has literally been dropped on concrete to test its durability.

Is there an additional fee for a new installation?

Nope—you'll be able to swap in your new camera without any additional cost or required fees.

Contracts & Agreements

We're all guilty of clicking the "I Agree" box after only skimming the terms and conditions page—but it's important to read the fine print. Let us fill you in on all the details so you can sign on the dotted line with complete confidence.

Will I own the camera after payment, or am I leasing it?

Hudl Focus is leased. This allows us to provide replacements or new devices as the technology advances.

What's the duration of the contract?

Flexibility is the name of the game here. Work with your account executive to find a solution that works for you.

How many cameras are included in the contract?

Most athletic department packages include one Focus camera (the highest tier includes two). If your school doesn't purchase an athletic department package, you can still separately purchase as many cameras as you like.

Is there an exit fee if our school decides to end the contract early?

There are no extra fees if you cancel your subscription. The only thing we require is that you send the camera back. Simple as that.

Installation

The Hudl Focus camera comes with its own intuitive installation app so you can get it mounted on your gym wall quickly and easily. Of course, every gym is different, so we answered all the questions below so you can assess your situation.

Does my school's gym or field work with the camera specifications?

Your gym needs to meet [some requirements](#) for Focus to work in it. But if your current setup isn't compatible, don't sweat it—plenty of other teams came up with [alternate install solutions](#). As far as fields go, we don't have an outdoor option for Focus yet, but we're working on it. [Let us know](#) if you want to stay in the know on progress.

How long does it take to get a camera shipped after payment so I can plan for installation day?

It takes 3-4 weeks for the camera to be delivered after payment is received.

Can someone from my school install the camera?

Yes, Focus is a DIY project if you or someone else at your school is handy.

If so, how long does it take on average?

About as long as a Game of Thrones episode. (For those who never got into Westeros, that's an hour or less.)

Will I need to hire a contractor and rent any equipment to get it installed?

You may need to hire a contractor or rent a scissor lift depending on your gym's current infrastructure and layout.

What equipment should I look into?

If you're in the market for a new drill or level, you can find our recommendations [here](#) (with Amazon links!).

What are the internet cable requirements?

You'll need a standard Cat5e/Cat6 cable. Be sure to also double-check your network meets [these technical requirements](#).

Can our school hardwire internet to the camera location on our own?

Yes. In fact, you need to. Focus requires a hardwired connection and does not run on Wi-Fi.

What's the average cost to have the gym wired and "camera-ready"?

If you already have power and ethernet sources installed, getting your gym Focus-ready could cost \$0. If not, you'll need to hire and pay a contractor to install both of those. Every gym is different so every school's cost will be different.

Will the camera provider charge me anything for installing the camera?

No, Hudl won't charge you anything for installation. You can choose to do it yourself or hire and pay a contractor directly.

Does the camera provider supply wiring services?

No, we don't provide wiring services.

Does the camera provider still require an installation fee even if I use union labor? If so, what's the fee?

Again, no installation fee from us. You're free to use union labor or any contractor you like.



Have more questions about Focus?

[Let's Talk](#)