

Phoenix Suns

PHOENIX SUNS LAUNCH SOCIAL NETWORK SITE WITH THE NEW ISTREAM PLAYER

Objective

The NBA franchise Phoenix Suns wanted to offer a social networking and user generated content site to their fans that leverages the latest Web 2.0 technologies.

Challenge

Working on a short timeline iStreamPlanet was tasked with finding the white label social networking and user generated content platform that can be branded and customized to meet Suns goals and standards including having a new Silverlight based media player for high quality and immersive video playback experience.

Solution

iStreamPlanet developed the PlanetOrange.net site, which features iStreamPlanet's iStream Player, based on Microsoft Silverlight technology as a main component to the site and KickApps' white label, hosted social media platform's social networking and user-generated content functionality and Limelight Networks CDN for reliable and scalable content delivery.



Results

Fans now have ability to create their own personal profiles, upload user generated content such as photos, video and artwork, and exchange opinions with other Suns fans through message boards and blogs.



About Phoenix Suns

The Phoenix Suns are a professional basketball team, based in Phoenix, Arizona. PlanetOrange.net is a newly launched social networking site made specifically for the fans.

www.nba.com/suns

Summary

Client need:

Consistent and immersive video experience

Solution:

iStream Player

"Our fans want more than just the latest news and information on the Suns. They want to be able to interact with each other, voice their opinions and help us create exciting new content. Our Planet Orange network is a whole new world for our fans to express their passion for Suns basketball."

- Jeramie McPeck, Vice President of Interactive Services, Phoenix Suns