



CANADIAN PROFESSIONAL RODEO ASSOCIATION

Press Release

October 22, 2014

CFR 41 to be Broadcast via Live Internet Streaming on PPV and On Demand

Pro Rodeo Canada looks to increase its rodeo viewer ship using live Internet streaming technology

Calgary, AB (Oct 22, 2014) – The CPRA, iLink Media, Northlands and Worldplay Canada are partnering to offer a live streaming broadcast of the Canadian Finals Rodeo happening on Nov 5th to 9th, 2014, in Edmonton, Alberta. This partnership supports the CPRA's vision of fostering and growing the rodeo community by embracing the use of technology in people's everyday lives.

The growth in online viewer ship, specifically when it comes to video consumption, has created a massive opportunity for the CPRA to engage and attract a much larger viewing audience. Offering an online, live streaming broadcast, will give anyone, regardless of location, the ability to watch one of Canada's biggest rodeo events on any connected device.

"Worldplay is extremely privileged to be a partner with the CPRA in this online initiative," said Franc Godri, VP of Business Development at Worldplay (Canada), Inc. "In the past few years, we've seen an enormous jump in the amount of online video being consumed. The shift in online viewing is largely attributed to the growing number of mobile devices and the ability to watch video content anytime, anywhere. Worldplay's proprietary live streaming technology enables the CPRA to reach a much larger viewing audience that simply cannot be achieved through traditional broadcasting. The Canadian Finals Rodeo attracts the best talent in the world and as such, should be enjoyed at a global level."

"The CPRA and our partners at Northlands are excited to bring the CFR live to the internet once again this year," Jeff Robson, General Manager of the CPRA, noted. "With the help of iLink Media and Worldplay, the viewers will get an exceptional product at an affordable price. We hope to grow this partnership and bring the CFR to the masses for the fans who are unable to attend the rodeo. Pay Per View live streaming is a great way to broaden our fan base".

Pre-registration for the online broadcast of the 41st Canadian Finals Rodeo can be found at <http://www.worldplaylive.com/cfr41>. Stay tuned for package details.

About the Canadian Professional Rodeo Association: The Canadian Professional Rodeo Association (CPRA) with it's headquarters in Airdrie, Alberta, is the sanctioning body for professional rodeo in Canada. The CPRA sanctions over 50 events annually with a total payout exceeding \$5.1 million. Join us for the 41st edition of the Canadian Finals Rodeo (CFR) November 5th to 9th, 2014 in Edmonton, Alberta at Rexall Place, our association's premiere event. For more information please visit RodeoCanada.com or call (403) 945-0903. Follow us on [Twitter](#), or like our page on [Facebook](#), and watch the action on [YouTube](#) throughout the year.



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About Worldplay (Canada), inc.

Worldplay powers captivating online video experiences to reach and engage audiences anywhere, anytime. As a Content-as-a-Services (CaaS) provider, Worldplay helps the world's leading organizations in education, media and enterprise drive value through connecting customers with powerful and engaging online video content while reducing technical complexity, cost and bureaucracy.

Worldplay (Canada), inc. | 1.403.297.1055 | Calgary, AB | worldplaynetworks.com

About the CFR

Northlands is proud to produce the Canadian Finals Rodeo at Rexall Place as one of its Signature Events.

Since its inception in 1879, Northlands has been bringing together farmers, ranchers and agriculturalists to share information on what was happening in their industries.

iLink Media Group is an Edmonton based mobile broadcast & webcast company that offers an affordable broadcasting option to organizations that find the existing television broadcast environment not readily available to them.

When traditional broadcasting does become available it usually comes with a cost that far exceeds their limited budgets. Specially produced streaming web video is an affordable solution to this issue and offers our client's access to a larger audience through web based distribution.