



## AMAZON PRIME VIDEO SET TO BRING FANS CLOSER TO THE ACTION WITH INNOVATIVE NEW POSTCAM FEATURE FOR RUGBY UNION AUTUMN NATIONS CUP BROADCASTS

November 12, 2020

*Featuring eight custom cameras mounted to the upper and lower frames of each goal, PostCAM brings fans into the action for dynamic new angles on defensive heroics and jaw-dropping tries*

*Amazon Prime Video will install this PostCAM technology at Twickenham for the Autumn Nations Cup as well as delivering the innovation to the Parc y Scarlets stadium for the Wales v England clash*

*PostCAM joins the Prime Video broadcast experience which includes added crowd atmosphere, on-demand clips and full-match replays as well as a single stream each matchday showing continuous Autumn Nations Cup rugby across the entire afternoon*

**LONDON – 12<sup>th</sup> November 2020** – Amazon Prime Video will introduce PostCAM, a brand-new innovation that features eight custom cameras to capture close-up shots of the goal line, for a number of its broadcasts at the Autumn Nations Cup this November.

The new broadcast innovation will be installed at Twickenham for all of England's home matches, including England v Ireland, and will be delivered to the Parc y Scarlets stadium in Llanelli to bring fans at home an up-close experience of one of rugby's greatest rivalries: Wales v England. PostCAM will broadcast all of the drama and emotion from along the try-line, including inside and outside of the goalposts, offering a fresh perspective on competitive international rugby. Prime Video will use PostCAM footage in both live and replay coverage throughout the test matches, allowing the fans at home and the pundits in the studio to analyse the sport like never before.

PostCAM consists of two 1080p 3G POV minicams installed at the in-goal side of each goal post just below the crossbar, with eight cameras in total. PostCAM operators will remotely pan and tilt the cameras for maximum coverage, offering dynamic match footage that is in-sync with the action.

"With fans unable to get into the stadium, we're delighted to be able to offer a new way to bring them closer to the action," said Alex Green, MD Prime Video Sport Europe. "PostCAM will give rugby fans a brand-new perspective on the game that they love – and we think the *Autumn Nations Cup* is the perfect launch pad for it."

Images and video demonstrating PostCAM in action are available here: <https://amznstudios.box.com/v/PostCAMAssets>

In addition to immersive camera angles, Prime Video's Autumn Nations Cup coverage will combine the natural sounds of each stadium with additional crowd atmosphere, as well as the all-important referee microphone to keep on-top of the latest calls. Customers will have the option to disable this added crowd atmosphere on all devices if they prefer to listen-in to the players' on-pitch instructions.

Prime Video's main coverage of Autumn Nations Cup matches will offer a full afternoon of action every matchday, with games taking place consecutively on a single stream, allowing fans to keep watching without having to switch channels to view the next fixture. Simply choose "Autumn Nations Cup" from the Prime Video home page and select "Main Coverage".

For this main coverage stream, there will be 45 minutes of build-up ahead of the first match looking ahead to the day's action, extended to a full hour during Finals weekend. Following the final match of the day, Prime Video's pundits will dissect every tackle and try before looking ahead to the upcoming fixtures.

For fans wanting to tune into specific matches, these individual programmes will be viewable in the Autumn Nations Cup section of the Prime Video app and will display their match start times. These match streams will begin in-line with the main coverage start-time or following the final whistle of the previous match that day.

At the end of every match-day, in addition to the live coverage, Prime members will be able to watch a one-hour highlights show, which will be presented by **Ross Harries** and **Ayo Akinwolere**.

Fans will be able to select clips of major incidents during the match, to re-live the glory of a try or analyse what went wrong with their defence. For those fans who cannot watch the action live, Prime Video offers short highlights, 10-minute highlights and full match re-runs on-demand shortly after the final whistle.

As announced last week, live match coverage will be hosted by **Gabby Logan** and **Mark Durden-Smith**. Joining them to offer expert analysis will be a team of experienced pundits, including **Bryan Habana**, **David Flatman**, **Dylan Hartley**, **John Barclay**, **Scott Quinnell**, **Serge Betson**, **Jamie Roberts**, **Topsy Ojo**, **Sam Warburton** and more.

All on-screen presenters and pundits will be positioned in a purpose-built studio located at a safe distance from the pitch.

Prime members can watch live Autumn Nations Cup this November with the Prime Video app on TVs, mobile devices, Amazon Fire TV, Fire TV Stick, Fire tablets, games consoles, on Virgin's V6 TV Box, the Talk Talk TV set top box, Apple TV, Chromecast, BT TV or online. For a list of all compatible devices visit [amazon.co.uk/watchanywhere](https://amazon.co.uk/watchanywhere).

New members can sign up for just £7.99 a month with a free 30-day trial. For more information visit: <https://www.amazon.co.uk/amazonprime>.

- Ends -

### **Autumn Nations Cup schedule on Prime Video**

#### **Round 1**

**14 November**

**Coverage starts at 12pm**

Italy v Scotland (12.45pm KO)

England v Georgia (3pm KO)

**Coverage ends at 5.30pm**

**15 November**

**Coverage starts at 2.30pm**

France v Fiji (3.15pm KO)

**Coverage ends at 5.45pm**

#### **Round 2**

**21 November**

**Coverage starts at 12pm**

Italy v Fiji (12.45pm KO)

England v Ireland (3pm KO)

Wales v Georgia (5.15pm KO)

**Coverage ends at 7.45pm**

**22 November**

**Coverage starts at 2.30pm**

Scotland v France (3.15pm KO)

**Coverage ends at 5.45pm**

#### **Round 3**

**28 November**

**Coverage starts at 1pm**

Scotland v Fiji (1.45pm KO)

Wales v England (4pm KO)

France v Italy (8.10pm KO)

**Coverage ends at 10.30pm**

#### **Finals Weekend**

**5 December**

**Coverage starts at 11am**

Georgia v TBD (12pm KO)

Ireland v TBD (2.15pm KO)

Wales v TBD (4.45pm KO)

**Coverage ends at 7.15pm**

## 6 December

**Coverage starts at 1pm**

England v TBD (2pm KO)

**Coverage ends at 4.30pm**

## Media contacts

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## Notes To Editors

## About Prime Video

Prime Video offers customers a vast collection of TV shows, movies, sport and more — all available to watch on practically any device:

- **Included with Prime:** Watch thousands of popular movies and TV shows, award-winning Amazon Originals and other exclusives, sports, and more. Think UK-produced Amazon Originals such as *Good Omens*, *The Grand Tour* and *All or Nothing: Manchester City*, US hits like Tom Clancy's *Jack Ryan*, *The Marvelous Mrs. Maisel* and *Homecoming*; as well as exclusive TV shows like *Star Trek: Picard*, *American Gods* and *Vikings*; movies like the Academy Award-winning *Manchester by the Sea*, *The Salesman*, *The Big Sick* and *Cold War*; plus as well as live sport including ATP and WTA Tour and US Open Tennis and Premier League football, and self-published content. All available at no additional cost as part of Prime Video, which is available in more than 240 countries and territories worldwide (offers and titles vary based on location).
- **Watch More with Prime Video Channels:** Prime members can add 70+ channels like Discovery, ITV Hub+, Eurosport Player, hayu, STARZPLAY and more — no extra apps to download; no long-term contract required. Only pay for the ones you want and cancel anytime. View the full list of channels available at [co.uk/channels](https://co.uk/channels).
- **Rent or Buy:** Enjoy new-release movies to rent or buy, entire seasons of current TV shows available to buy, with special deals just for Prime members.
- **Instant Access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on your smartphone, tablet, set-top box including Virgin, TalkTalk and BT, game console, or select smart TVs. For a list of all compatible devices, visit [co.uk/watchanywhere](https://co.uk/watchanywhere).
- **Enhanced Experiences:** Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

Prime Video is just one of many benefits included with a Prime membership, along with unlimited fast free delivery options on millions of items at Amazon.co.uk, unlimited photo storage, exclusive deals and discounts, and access to ad-free music and Kindle ebooks. To sign-up or start a free trial of Prime visit: [Amazon.co.uk/prime](https://Amazon.co.uk/prime)

## About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information,

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