



KHSAA/iHigh Broadcast Network March Overview

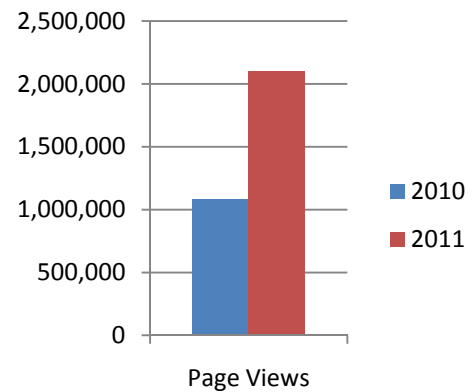
The 2011 Sweet 16[®] Tournaments marked the first time iHigh.com broadcast all tournament games live online. It also marked the first time any major high school event broadcast was available on the iPad, iPhone, Android, Windows or Blackberry Smartphone.

Page views and unique visitors during the Tournaments practically doubled for the KHSAA's iHigh website, <http://khsaa.tv>, with over 2 million page views and over 46,000 unique visitors for the month of March.

iHigh's[®] coverage of both tournaments - live video of the post-game press conferences, as well as pregame shows, optional audio-only feeds, photo galleries, and video clips – also saw tremendous growth.

Summary:

- Largest single-day traffic was on March 19 with over 254,000 page views
- 96 different broadcasts for the two-week period, including audio, video and pregame/postgame reports.
- As of Tuesday, March 29, the broadcasts had been viewed **425,729** times.
- Over 7,000 photos uploaded, which brought **564,796** views.
- For both Tournaments, there were 67 video clips generated, resulting in over **27,000** views.



Calloway County's half-court shot at the halftime buzzer during the girls' tournament and Christian County's game-winning shot in the second overtime of the boys' championship game has achieved viral video status, generating over **8,300** views.