

SAILING Champions League live from Porto Cervo

Porto Cervo, September 23rd, 2016 – This weekend (September 23rd – 25th) will be the season’s highlight for international sailing clubs: the final of the SAILING Champions League 2016 in Porto Cervo/Sardinia. Due to innovative technological solutions SAP and *SailTracks* will broadcast the event with innovative, professional live coverage. The regattas will be broadcasted on Saturday and Sunday from 12.00 a.m. live online.

For more than four years the German software company SAP has been making the complex sport of sailing more visible, comprehensive and has turned it into an experience for both sailors and spectators alike. SAP and sailing simply belong together. In Sardinia, the “SAP Sailing Analytics” will be especially in the focus. Live charts, GPS-tracking, analysis as well as varying statistics will help the audience to understand what is happening during the races on the water.

For those who cannot be in Sardinia, the thrilling races can be followed live online, supported by an innovative broadcasting technique on water, on land, in the air and with on-board cameras. A team of twelve *SailTracks* TV professionals will be responsible for the English live coverage. Commentators Mark Rhodes and Marcus Baur will guide spectators through the races. You can watch the live stream here: www.sailing-championsleague.com

For SAP, the innovative format of national sailing leagues and the SAILING Champions League are a perfect platform to broadcast such regattas for clubs, fans, and spectators. Currently, SAP as technological partner provides its solutions to seven national leagues and is therefore an integral part of the sailing league format. The Champions League preliminary round in St. Petersburg (Act 1) a month ago was the best proof of what modern live coverage in sailing can look like. This will incentivise the organizers of other European leagues who do not yet broadcast with SAP technology.

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