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## Expansion of the ACC Vault

### Atlantic Coast Conference, Raycom Sports and Thought Equity Motion Enhance Video-Powered ACC Vault with Football

DENVER, Sept. 1, 2011—As the 2011 ACC Football season kicks off, the [Atlantic Coast Conference \(ACC\)](#) and [Raycom Sports](#) announced today the expansion of the [ACC Vault \(www.theACC.com/vault\)](#), which is powered by Thought Equity Motion. The ACC Vault now includes full-length ACC regular season and Championship Football games from all 12 ACC member institutions, as well as original video content and social sharing features. This builds on last season's successful ACC Vault launch, which featured over one-hundred historic Men's Basketball regular season and ACC Tournament games.

The ACC Vault is a key component of the wider ACC Network, the official multi-media platform of the Atlantic Coast Conference. The ACC Network is a partnership between the ACC and Raycom Sports that is dedicated to delivering a range of compelling ACC content, including live television broadcasting, original programming, historical archives, mobile applications & social media. The ACC Vault, which is integrated into the league's official website ([theACC.com](#)), serves as the primary means for the ACC Network to showcase the history of ACC Football and Men's Basketball.

"Incorporating ACC Football content into the ACC Vault will only enhance this already terrific platform," said ACC Commissioner John Swofford. "The ACC Vault is an innovative resource for fans, and provides the opportunity to experience our rich tradition and share those moments by engaging others through a number of social channels."

"We're excited to see the ACC Vault expand this year," stated Colin Smith, Vice-President of Distribution & New Media for Raycom Sports. "When we first launched the basketball Vault in 2010, we were inundated with emails from fans thanking us for finally making this content available online and at no cost to the consumer. The next logical step for us was to build on the Vault's Basketball success by adding games from the ACC Football archives. Thought Equity Motion's T3 Platform technology and metadata tools have allowed us to seamlessly publish this popular historic content in new and exciting ways of which fans just can't seem to get enough."

ACC Vault users can explore these historic football games by team, year, ACC Championships and classic games. Additionally, visitors can browse Highlights categories including touchdowns, offensive, defensive, and special teams. The latest version of the ACC Vault also boasts a few new features for ACC Men's Basketball and Football fans, such as showcasing a "Game of the Week" for each sport and enhanced polling features to give users the chance to influence what games are added to the Vault.

"With ACC Championship Football content in our cloud-based T3 Platform and enriched with smart content metadata, the ACC and Raycom Sports are able to utilize our technology to power more interactive video experiences through the ACC Network's Web properties," stated Kevin Schaff, CEO and Founder of Thought Equity Motion.

With the metadata in the ACC Vault, college football buffs can search for and share exact moments within games, for example:

- ▶ [Maryland vs. Miami \(1984\)](#) – Maryland quarterback Frank Reich hits wide receiver, Greg Hill, on a 68-yard touchdown strike as Maryland rallies back from being 31 points down to beat Miami
- ▶ [Boston College vs. Clemson \(2007\)](#) – Boston College quarterback Matt Ryan delivers a perfect 43-yard touchdown pass late in the 4th quarter to beat Clemson

The ACC Vault includes a [Video Media Guide & Link Database](#), which provides direct URLs to every moment within the football and men's basketball sections of the site.

To explore the ACC Vault, visit [www.theACC.com/vault](#). To learn more about Thought Equity Motion's T3 Platform that powers the ACC Vault, visit [http://www.thoughtequity.com/platform](#).

#### About the Atlantic Coast Conference:

About the Atlantic Coast Conference: Now in its 59th year of competition, the ACC has long enjoyed the reputation as one of the strongest and most competitive intercollegiate conferences in the nation. Since the league's inception in 1953, ACC schools have captured 122 national championships, including 65 in women's competition and 57 in men's. In addition, NCAA individual titles have gone to ACC student-athletes 140 times in men's competition and 99 times in women's action. For more information on the ACC and its 12 member institutions go to: [www.theACC.com](#).

The **ACC Network** is the official multimedia platform of the Atlantic Coast Conference. Dedicated to delivering live, historical and original content through innovative platforms, the ACC Network is a partnership between the ACC and Raycom Sports. Built over 30 years of broadcast production and multi-media rights, the ACC Network maximizes the distribution of ACC content through live television broadcasting, original programming via digital technologies, historical archives, mobile applications, social media, ACC Championship events and the official ACC website. The ACC Network is managed in Charlotte, N.C. For more, visit [ACCNetwork.com](http://ACCNetwork.com)

Charlotte-based **Raycom Sports** is a leading independent sports sales & marketing, syndication, event management and production firm. Raycom is the current syndicated television rightsholder of ACC men's basketball and football telecasts through 2023. Raycom Sports, in a partnership with the ACC, operates the ACC Network, which distributes ACC content through live television broadcasting, original programming via digital technologies, historical archives, mobile applications, social media, ACC Championship events and the official ACC website. Raycom Sports' parent company Raycom Media, located in Montgomery, Alabama, owns and operates 46 television stations covering over 12 percent of the United States across 18 states.

#### About Thought Equity Motion:

Thought Equity Motion increases the value of video content rights through its advanced technology platform and rights development services. The company's integrated offering delivers large scale archive management as a cloud service in alignment with licensing strategy expertise to enable rights holders to generate new value from their content, providing greater control while reducing cost and complexity.

Thought Equity Motion works with more than 400 rights holders globally, including BBC Motion Gallery, Paramount Pictures, Sony Pictures Entertainment, National Geographic, The New York Times, and the NCAA®. Through its Web platform and global sales force, the company licenses sports, news, entertainment, editorial, and creative content to the world's leading producers in advertising, film, television, publishing, and interactive media.

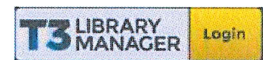
Headquartered in Denver, Thought Equity Motion has a digital refinery in Laramie, Wyo. and offices in Los Angeles, New York, Chicago, Tokyo, Sydney, Toronto, London, and sales partner offices in Paris and Mumbai.

Connect with Thought Equity Motion on [Twitter](#), [YouTube](#), [LinkedIn](#) and [Facebook](#).

For more information on Thought Equity Motion's Platform Services for content rights holders, call 310.593.4655 or visit <http://platform.thoughtequity.com>. For more information on footage licensing, call +1 720.382.2869 or visit, [www.thoughtequity.com](http://www.thoughtequity.com).

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