



CALIFORNIA INTERSCHOLASTIC FEDERATION

STATE MEDIA RELEASE

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CIF Announces Partnership with Fantag

SACRAMENTO, CALIF. – California Interscholastic Federation (CIF) and cloud-based video management service Fantag have announced a partnership for the next five years.

“We are thrilled to welcome Fantag to the CIF family and excited to offer spectators attending CIF Championship events, access to instant highlights and replays via Fantag,” said CIF Executive Director Roger L. Blake.

Fantag’s technology gives schools and teams easy access to the video that’s already being captured, to instantly create and share multi-angle highlights during events. Video across schools and teams can be stored in one place for centralized access and control, allowing teams to share, brand and even monetize highlights.

“All of us at Fantag have played high school sports or have children that play on high school teams and we appreciate the work that CIF does to support its member schools across the state,” said Fantag CEO John Stone. “Fantag is excited to join with the CIF and deliver the very best video experience when it comes to all sports, teams and schools no matter how big or small. It’s exciting to think about what the future holds for sports video.”

About the California Interscholastic Federation

The California Interscholastic Federation (CIF) was created in 1914 and is the governing body for high school sports in the state of California. CIF is uniquely positioned to foster student growth in values and ethics. CIF’s ideal of “Pursuing Victory with Honor,” provides the opportunity to influence the actions of the athletic community. CIF strives to promote equity, quality, character and academic development. CIF is a nonprofit federation and the state office, located in Sacramento, Calif., represents the interests of its member Sections. The 10 Sections represent geographic regions within the state: Central, Central Coast, Los Angeles City, North Coast, Northern, Oakland, Sac-Joaquin, San Diego, San Francisco and Southern. CIF represents 1,587 public and private member schools and more than 831,000 student-athletes. CIF conducts Regional and State Championships in badminton, cross country, football, volleyball, tennis, wrestling, basketball, soccer, swimming & diving, track & field, golf and water polo. CIF Sections conduct championships in more than 22 sports.

About Fantag

Fantag is the easiest, fastest, and most affordable way for teams to manage all their video in one place – for hassle-free sharing of highlights, clips, replays, and reels. Using patented technology, Fantag automates the connection between video creators and video consumers. By delivering personalized highlights to a larger audience, Fantag transforms the fan experience and streamlines the content creator’s workflow. The value of the video already being captured is significantly increased at the click of a button for everyone – whether a fan, player, parent, coach, athletic director, recruiter, sports editor or broadcaster.

For more information, please visit Fantag at <http://www.fantag.live>.

— CIF —