

booth – translating into a considerably lower environmental footprint and marked costs' savings.

FEEDBACK FROM THE HERO SÜDTIROL DOLOMITES

Live Motion's last coverage was the **HERO Südtirol Dolomites**. It lasted just over two hours, and included a summary of the first part of the race, filmed by drones along the race circuit, and a live streaming in the final stages of the race for the Men and Women category. Eight cameramen were deployed for the live session, working on five car-mounted cameras, one helicopter, and two drones.

Compared to the previous editions, only one of the normally schedules helicopters was used – the other, superfluous one used to send the signal back to the control booth. Using drones also meant using the helicopter only in the last part, i.e. the live stream.

Besides the cameramen along the race route, other four 4G and 5G cameras were stationed in the arrival area of the **HERO Südtirol Dolomites** to capture the emotions of the athletes after having crossed the finish line of the toughest mountain bike marathon in the world.

THE IMPORTANCE OF TEAMWORK

The use of real-time GPS trackers aided Live Motion's video operator coordination and the live commentary by pinpointing the cyclists' position. This data, combined with **DataSport's** timekeeping information, were used to create TV graphics useful to understand how the race was going. **Zoran Filicic** and **Paolo Alberati** commentated the live stream in Italian, whereas **David Reeve**, a famed English commentator, was in charge of the international coverage.

The **HERO Südtirol Dolomites** coverage was shared and distributed by international TV networks from the USA to Europe, reaching even countries in Asia and Australia, for a grand total of 106 countries. This once again underlines the event's international profile and, at the same time, shows the event to an audience that may be watching from thousands of kilometres away.

Relive the live broadcasting of the 2025 HERO Südtirol Dolomites once again on HERO TV: <https://www.heroucimarathonworldcup.com/media/hs-videos>

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