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Shoot It Live - part of Aftonbladet's Super Live

Aftonbladet launched Super Live during the final of Melodifestivalen, where visitors were met by a new landing page with live photos, live web-TV, chat, tweets and live reporting

The Shoot It Live player, which has a customized menu for Aftonbladet, was placed in the Super Lives peak. The first photo was taken at 19:32 and the last picture from the afterparty was shot and published at 04:06 in the morning. 454 photos in total were published on Aftonbladet.se with an average delay of 34 seconds from photo moment until the photo's publication.

- Super Live was a good case forward and I liked that (as expected) was using off-the-shelf coveritlive. I mostly liked that they pushed out the photos and texts without the need to refresh the browser, says it-personality **Joakim jardenberg** on his blog <http://jardenberg.se>

- Awesome reporting from the Globe arena! Great live TV with Josefine Sundström, Bert Karlsson and everyone else! Super fast photos, says Aftonbladet editor **Jan Helin** on his blog <http://blogg.aftonbladet.se/janhelin>

Shoot It Live likes to emphasize the Aftonbladet photographer and Årets Bild prizewinner Andreas Bardell, who used Shoot It Live from World Cup in Berlin last summer and became the first photographer in the world to publish photos of Usain Bolt's world record in the 200m. During the Olympics in Canada Bardell and Aftonbladet.se became the first in the world to publish photos of Marit Bjørgen, Charlotte Kalla and Bjorn Ferry's Olympic gold races.

- With Shoot It Live I can focus on doing what I do best. It gives me a great advantage against our competitors. Three times I have been the first photographer in the world to publish photos from major championships. To be able to repeat the success with my photo's of Usain Bolt last summer, not once but twice in one day feels like I took gold in live publishing, says **Andreas Bardell**, Photographer at Aftonbladet.

- We are extremely happy and proud to be part of Aftonbladet's Super Live, and all publications of live photos from world records and Olympic golds. This is another example of how Shoot It Live is being used to quickly and easily live publish photos directly to the web, said Martin Levy, Founder and CEO Voogly AB.

Shoot It Live is a service intended for websites, where on-the-field photographers publish photos of current events live as they unfold, from any location with 3G coverage. Shoot It Live / Voogly AB (previously Livebloggen)

was founded 2008 and is today used by Scandinavia's largest newspapers in their online publications.

Shoot It Live: <http://www.shootitlive.com>

Shoot It Live News: <http://www.shootitlive.com/news>

Shoot It Live Press (pictures/logos): <http://www.shootitlive.com/contact>

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