

Live Streaming in Sports

*How Cloud and Mobile Streaming can Expand Audiences,
Reduce Costs and Boost Revenue*





INTRODUCTIONS

Presenters



Carlos Perez
VP, Business Dev & Sales



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President
ringdigital



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Training Manager



Agenda



Revenue Growth. Video Strategy. Growth Use Cases.

1. How can we directly & indirectly increase revenue?

Digital TV, Fan Engagement & Sponsorship

2. What should our Video Product Strategy look like?

Now, Next & Future

3. Fast Growing Use Cases

Content Programming & Business Model

SPORTS VIDEO



Ring Digital llc is a digital services & strategy firm focused on **video, mobile, social & sports.**

EXPERTISE

- Sports, live & #SocialTV content
- In-stadium sports fan engagement
- Mobile social video cloud tech
- Future of Video & Television

SERVICES

- Product strategy
- Marketing research
- Business development
- Social & content marketing

SF GIANTS FAN



CUSTOMERS



Wowza Media Systems



- Simplifying the complexities of video and audio streaming
- In business since 2005
- Customers in 150+ countries
- Wowza Streaming Engine™: award-winning software
 - 2014 Reader's Choice winner



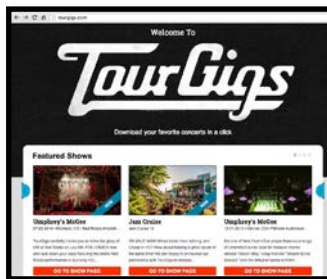
Who Uses Wowza?



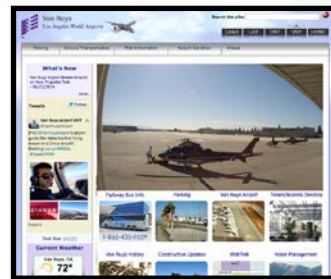
Resorts (Hotels, Tourism)



Entertainment (Events, Concerts)



Public Safety (Facilities, Banks, Police, Borders)



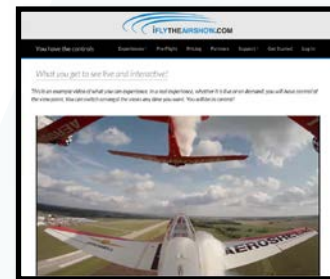
Education / Distance Learning (K-12 – University)



Transportation (Roads, Public Transit)



Events / Local Hotspots (Shows, Bars, Restaurants)



Webcasting (Enterprise, Churches, Government)



Sports (Professional / College / Schools)



Live Sports Streaming



GROWTH OPPORTUNITIES

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Sports Business



\$57B U.S. \$130B Global. Four segments. *Each transformed by mobile, social, video & OTT.*

SPONSORSHIPS
Global = \$42B
N. America = \$14B
Collegiate = \$1B

STADIUM
Videoboard
Ribbonboard

TICKETING
Global = \$43B
N. America = \$17B
Collegiate = \$1.3B

LOYALTY
Seats, VIP Access

**Mobile, Social
Video, Cloud TV**

TV & DIGITAL
Global = \$33B
N. America = \$12.5B
Collegiate = \$1B

OTT VIDEO
Premium
Social TV

MERCHANDISE
Merch = \$19B
N. America = \$13B
Collegiate = \$4B

COMMERCE
Loyalty



Sources: PwC North Am Sports Outlook, Oct 2014, Dec 2011 & Ring Digital estimates

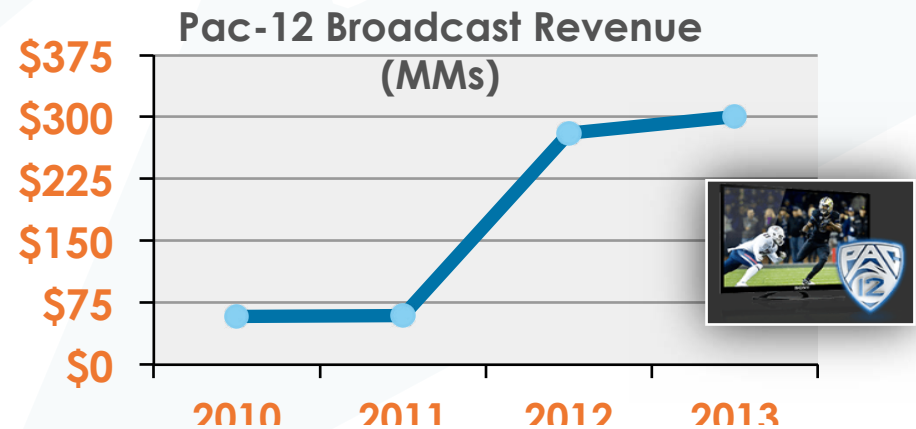


Economics



Live + Social + Mass Audience + Video + Local. *Scarce assets in today's TV & Digital market.*

How can we quantify the value of
live sports programming assets in a
time-shifting, digital video world?
(From \$60MM to \$280MM in a year.)

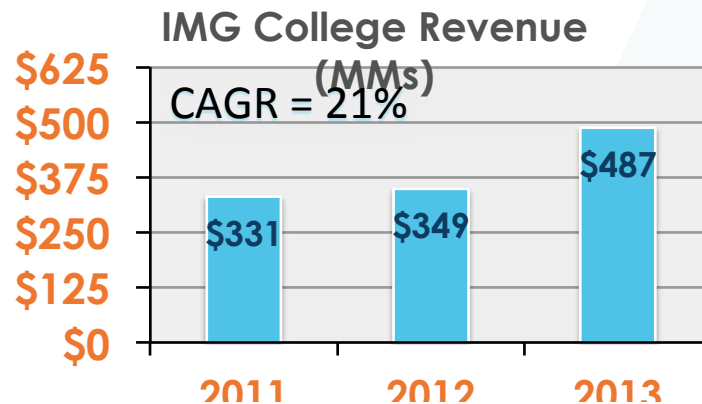


All schools split revenue equally - a key accomplishment of Commissioner Larry Scott.

Economics



Multimedia Rights growth will follow. *Leveraging video, social, mobile & cloud.*



WME buys IMG, largely for IMG College

IMG College growing at 21% - significantly faster than all other

INSIDE IMG: THE FINANCIALS
REVENUE BY DIVISION
IMG units

YEAR	COLLEGE	MEDIA & ENTERTAINMENT	SPORTS	TOTAL
2011	\$331	\$410	\$618	\$1,380
2012	\$349	\$446	\$571	\$1,389
2013	\$487	\$448	\$626	\$1,567

Reported by Sports Business Journal April 2014

SPONSORSHIP

Sponsorship



Upstart JMI Sports beats IMG College by \$30M.
Record-breaking deal - excludes Broadcast.

University of Kentucky signs 15-year, \$210 million deal for athletics multi-media rights

BY JENNIFER SMITH AND LINDA B. BLACKFORD
jsmith3@herald-leader.com June 23, 2014



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WOWZA
media systems

Economics



Ticketing and Local Sponsorship dollars. *Mobile, social, video tap FCS advantages.*

TV Rights

FBS 19.4% = **4x** FCS 4.8%

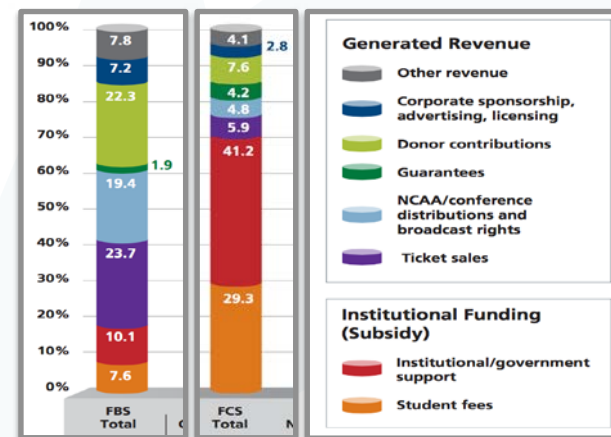
*Before the Pac-12 deal

Sponsorship & MMR

FBS 7.2% = **2.5x** FCS 2.8%

Ticketing

FBS 23.7% = **4x** FCS 5.9%

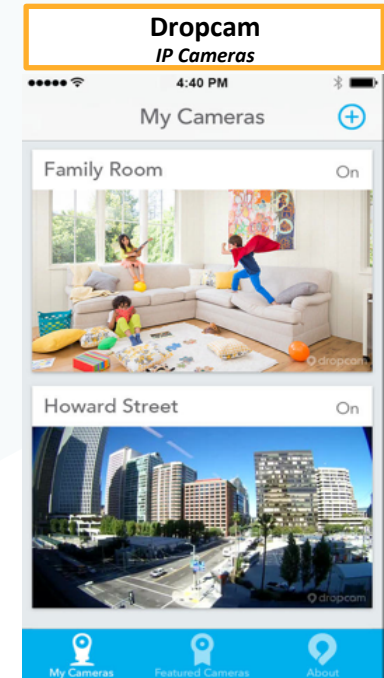
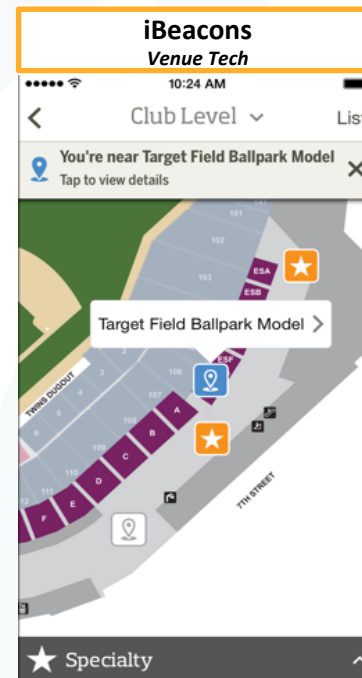
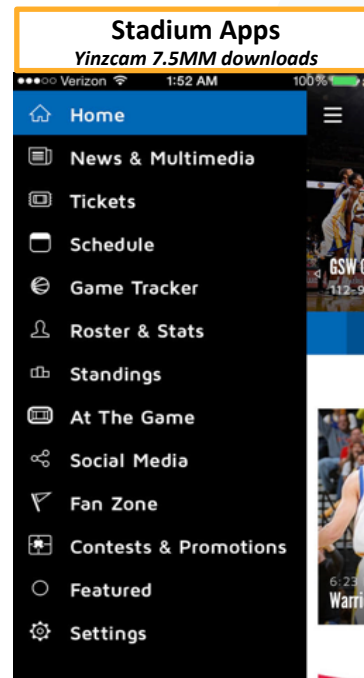
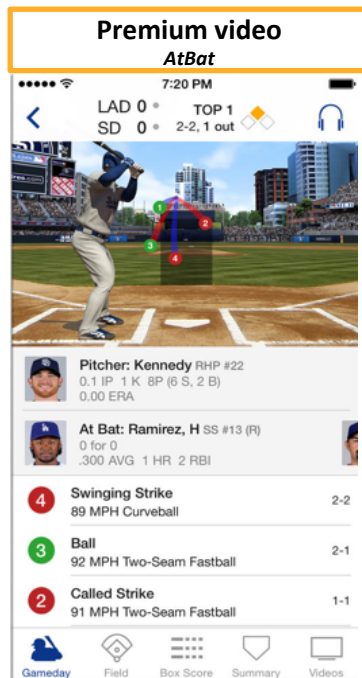


**2010 Knight Commission Report
on Intercollegiate Athletics**

Growth Use Case



Mobile Fan Engagement and In-venue Multicast streaming



SUMMARY

Summary



Large opportunities in Sports. Converging use cases in video, mobile, social & cloud streams.

Mobile, Social Video, Cloud TV

- ▶ OTT Streaming
- ▶ Bonus Content Streams
- ▶ Replays & Highlights
- ▶ Stats & Data Visualizations
- ▶ Ticketing Fan Engagement
- ▶ In-stadium IP Cam Streams
- ▶ Brand Activations
- ▶ Social Streaming
- ▶ Videoboard Interactivities
- ▶ Loyalty & Engagement

Cams & iPhones delivering sports video **to every screen** inside *and* outside stadiums & arenas...

Mobile social video - a brand new opportunity to **mix physical & digital** engagement for **sports**.

All anchored by **Live Streaming**.

What to focus on: Now, Next & Future



THE BIG PICTURE STRATEGY

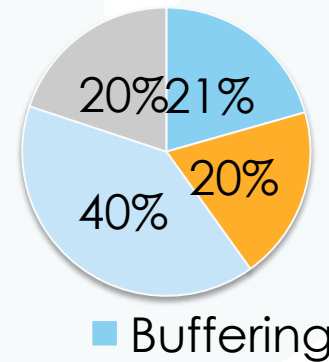
Big Picture: Now



Video Quality is #1 job in the TV biz. *Simple, reliable, high-resolution on all devices.*

Cloud Streaming Quality Benefits

- #1 - Higher quality encode
- #2 - Higher bitrate master stream
- #3 - Better end-device coverage



■ Buffering

Conviva Viewer Experience Study (2012)

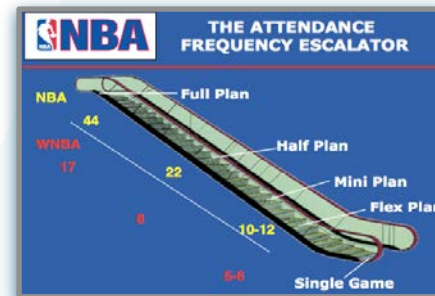
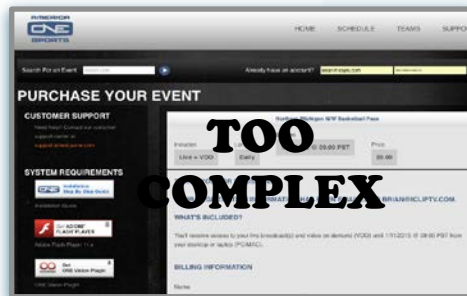
- Over 22.6 Billion streams measured
- 60% suffered Quality problems (*see below*)
- Estimated \$2.16 Billion dollars lost

Big Picture: Next



Free or Flexible: PPV, subs & super-fan models *need to mirror Ticketing strategies.*

OTT Streaming Monetization



- #1 - simplify the purchase process
- #2 - offer & test a variety of plans & models
- #3 - socialize your digital program schedule

Big Picture: Future



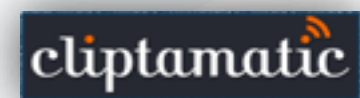
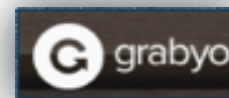
Pre-game, in-progress & post-game clipping. Social grows engagement, loyalty & revenue.



#1 - Micro clips a *BIG* market

#2 - Live editing is hard

#3 - Market in transition



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WOWZA STREAMING CLOUD™

rmqdigital



Wowza Streaming Cloud™



Cost Effective

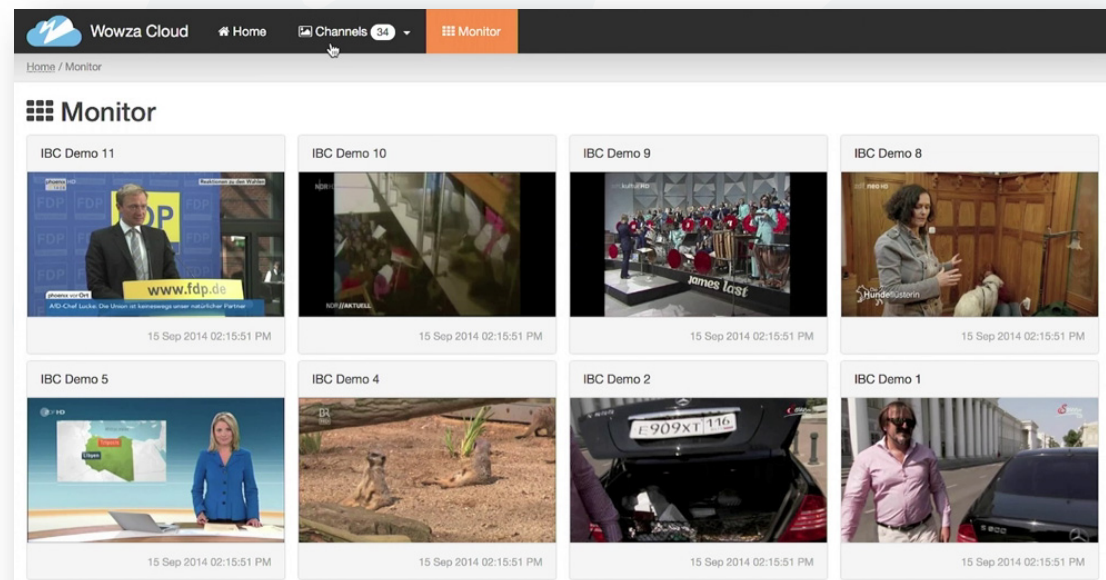
No need to purchase or maintain expensive hardware. Transcode in the cloud and pay only for the resources you use, when you use them.

Simple Setup

An easy-to-use web interface lets you quickly set up, manage, and monitor your streams.

Adaptive Bitrate Streaming at Scale

Deliver high-quality streams to any device, whether viewers are next door or around the world.



Sports Customers



Wowza Partners Provide Seamless End-to-End



The **Works With Wowza™** partner program provides customers with guidance and simplified End-to-End experience with validated cameras and encoders from world class providers.



Camera

JVC

SONY

AXIS®
COMMUNICATIONS

rmqdigital



Encoders

NewTek™



telestream

Hauppauge!

epiphan
SYSTEMS INC.



LIVE STREAMING AND LONG-TAIL SPORTS



CONTENT & BUSINESS USE CASES

Content Cases



Community Building



Bonus Content



In-stadium "WaitCasts"



In-stadium IP Cams



#CreatedWith Athletes



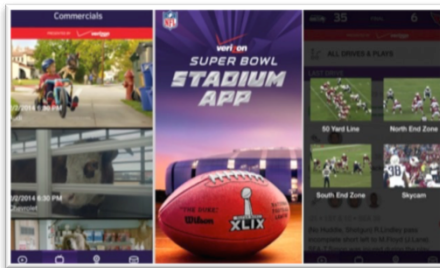
#SocialStreaming



Business Cases



Sponsorship Avails



Optimize CDN w DIY



New Revenue Models



Summary



- Expand Audiences with mobile streaming and user generated content
- Reduce Costs through cloud streaming
- Boost Revenue by streaming your sporting events and taking advantage of the many opportunities to monetize your content
- Wowza Streaming Cloud™ lets your users engage with your content wherever they are and on any device

Next Steps



- Contact sales@wowza.com to schedule a demo of Wowza Streaming Cloud and consultation
- Find more information on streaming and Wowza solutions at www.wowza.com
- Download Wowza GoCoder from iTunes or Google Play stores

Wowza Media Systems

QUESTIONS?



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