Aspirations

Live, interactive sports streaming delivers additional revenue / ROI / market share through personalizing viewer engagement.

POC Objectives:

• Create next generation interactive use cases like betting, watch party, fan wall, multi-view, gamification that can be monetized.
• Enable new revenue streams for content providers with expensive sports league licenses
• Be technically innovative leveraging each partner’s strengths
Background Challenges

Current streaming technology limitations don’t allow for live interactivity due to latency and scalability problems

- real-time video sync is difficult with multiple angles
- hardware encoders are not optimized for real-time encode + streaming
- traditional protocols (HLS, DASH, CMAF, LL-HS) lack ultra low latency
- second tier leagues + women sports lack large budgets
- cellular networks in arenas don’t provide consistent performance + bandwidth
- need a future interactive environment for AR, XR, etc. for mobile devices and headsets
- dynamic overlays are difficult to implement and not available on mobile
The Solution

Live Synced and Real-time for in-venue and at home
Workflow
Proposed workflow requires new high-performance hardware + software

Video sync and server-side mixing over WebRTC
Live 720p encoding per frame at 60 fps
WebRTC streaming at scale in 5G MEC
5G provides consistent performance and bandwidth
Combines streaming tech to put interactivity in the fans hands
Game engine adds XR capabilities
Dynamic overlays add interactivity
Achievements

Successfully tested at professional venues, both large and small scale for at home and in-venue.

Worked with our partners to deliver a POC, which will evolve into live fan experiences in 2024, both in-venue and the home.

“I had firsthand experience with this project at a live professional event. The crack of the bat and the video on my phone perfectly synced. The experience was completely seamless, and having multiple views right from my seat was a game changer.”

Brandon Costa, SVG
The Future

Through interactive streaming, find new, innovative ways to personalize and monetize sports / branded media content.

Launch productions with major US Sports League in 2024

**Video**
AR, VR, 3D video, live overlays, sync KLV data

**Audio**
influencers in sports, personalized color commentary, real time language translations, in-venue music experience

**Monetization**
betting, advertising, watch parties
Appendix
### Many fans, especially younger ones, are multi-tasking while watching sports at home

Percentage of sports fans who do the following activities while watching live sporting events from home:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Total</th>
<th>Generation Z</th>
<th>Millennials</th>
<th>Generation X</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look up player or team statistics</td>
<td>44%</td>
<td>51%</td>
<td>49%</td>
<td>49%</td>
<td>34%</td>
</tr>
<tr>
<td>Use social media to read comments and opinions from others</td>
<td>30%</td>
<td>51%</td>
<td>46%</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Use social media or a messaging service to interact with others</td>
<td>34%</td>
<td>44%</td>
<td>47%</td>
<td>38%</td>
<td>19%</td>
</tr>
<tr>
<td>Watch another game on a separate device</td>
<td>22%</td>
<td>21%</td>
<td>30%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Bet on a website or mobile app (21+ yrs)</td>
<td>15%</td>
<td>22%</td>
<td>24%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Play fantasy sports</td>
<td>10%</td>
<td>17%</td>
<td>25%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Purchase sports merchandise or memorabilia</td>
<td>13%</td>
<td>17%</td>
<td>20%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Play a game related to the event</td>
<td>11%</td>
<td>22%</td>
<td>18%</td>
<td>7%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Note: N (US sports fans who watched live sporting event from home) = 2,980.
Source: Sports fan insights (June 2023).

Deloitte
[deloitte.com/insights]
Fans want new and immersive features as part of their SVOD services

Percentage of sports fans who would be interested in the following streaming video service features as part of their sports viewing experience

- Real-time statistics and analytics
- Different camera angles
- Watching from an athlete’s point of view
- Cowatching with friends and family
- A live social feed on-screen
- Integrated betting capabilities (21+ yrs)
- Integrated shopping capabilities

Note: N (All US sports fans) = 3,004; fans were given other response options that are not shown here.
Source: Sports fan insights (June 2023).

Deloitte
deloitte.com/insights
Real Time Interactive Streaming Personalises Live Experiences

Monday 18th September
12:15-13:15

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