



SportsPro

THE FUTURE OF STREAMING **IS FAN FIRST**

HOW STREAMING TECHNOLOGY
AND CONSUMER MARKETING BLEND
TO DELIVER MORE AUDIENCE SHARE
AND DEEPER INSIGHTS

MARCH 2023



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EXECUTIVE SUMMARY

Globally, the pay-TV market will have just a 28 per cent share of sports fans by 2026.¹ As more consumers 'cut the cord' and ditch traditional pay-TV subscriptions, the sports industry must adopt new technologies to serve audiences and compete with other forms of entertainment.

As such, digital distribution is the next major revolution in sport, providing an opportunity to reach underserved or untapped markets that are not accommodated by linear television. Streaming platforms allow leagues, federations, and broadcasters to build direct relationships with fans, assume greater control over the user experience, and unlock new revenue opportunities.

But streaming also serves a broader purpose, enabling the integration of new technologies that deliver value to a more demanding fanbase and the gathering of more data that can benefit the whole organisation.

GOING DTC ISN'T EASY... BUT DATA AND AI CAN HELP

Going direct-to-consumer (DTC) isn't as simple as flicking a switch. Streaming requires significant investment and expertise in technology, marketing and customer service that can be difficult for sports organisations to do in house. Exacerbating these challenges is an unfavourable macroeconomic climate and a lack of new markets to expand into.

There is now growing pressure on streaming platforms to change their mindset from growth to profitability.

Data analytics and artificial intelligence (AI) can help streaming platforms to acquire a greater understanding of their customer base and deliver a tailored experience that aids retention. A more technologically advanced foundation can also enable new experiences that drive engagement, reduce churn, and increase revenue.

A TRUSTED TECHNOLOGICAL PARTNER LIKE ENDEAVOR STREAMING

The growing importance of AI and machine learning (ML) means specialist support is more critical. A trusted partner like Endeavor Streaming can help deliver the technological infrastructure, data analytics capabilities, and industry advice that can make the difference between success and failure in a fiercely competitive marketplace.

They can advise on the right content mix, geographical activities, and how to balance subscription revenue with advertising in a bid to maximise reach and revenue.

Endeavor Streaming has seen rights holders save between 10 and 15 per cent on cost per acquisition (CPA) and delivers a greater understanding of customer lifetime value (CLV) by boosting visibility through data.

Streaming is the future of sport and the future of streaming is data and AI-driven.



1. Grabby Sports Video Trends (2021)

STREAMING: SPORT'S NEXT GREAT TECHNOLOGICAL REVOLUTION

Broadcasting has been the driving force behind virtually every single major shift in sporting history. Radio and television transformed sport from an in-person event into a remote experience that delivered the sights and sounds from stadiums, ballparks, and arenas to millions of households.

The relationship between sport and television is now symbiotic. Sport attracts vast, engaged audiences for broadcasters who can generate revenue through advertising and subscription, while rights holders receive rights fees and exposure that create a platform for growth.

Media coverage has completely transformed the structure and economics of organised sport, but the traditional model has its limits.

Linear broadcasters only have so much budget and airtime to commit to sport, meaning fans only receive a fraction of the content they might want, and some rights holders are either squeezed out or not adequately served.

Sport is now ready for its next revolution, initiated by streaming platforms, following in the footsteps of other forms of entertainment who have embraced digital distribution as a remedy to the constraints of physical media and linear channels.

There are now 616.2 million active music streaming subscribers globally, while 89.5 per cent of all video games sold in the UK in 2022 were digital downloads.^{2,3} Meanwhile, the likes of BBC iPlayer, Netflix and Amazon Prime have all popularised the concept of video and on-demand services for entertainment and film content.

The success of the music, film, and television industries shows going direct-to-consumer (DTC) isn't a radical concept for the sports industry – it's what users now expect.

Sport has toyed with the idea of DTC for more than two decades. In 2002, Major League Baseball (MLB) streamed a low-resolution feed of the New York Yankees versus the Texas Rangers to 30,000

viewers plagued by buffering on their relatively primitive internet connections. But since then, transmission quality has improved significantly, the smartphone has become ubiquitous, and high-speed mobile and broadband connectivity are easily accessible.

Any sports property can use the limitless capacity of the internet to establish direct relationships with their audience, shaping digital experiences that deepen engagement, unlock new revenue streams, generate valuable first party data, and reach entirely new audiences.

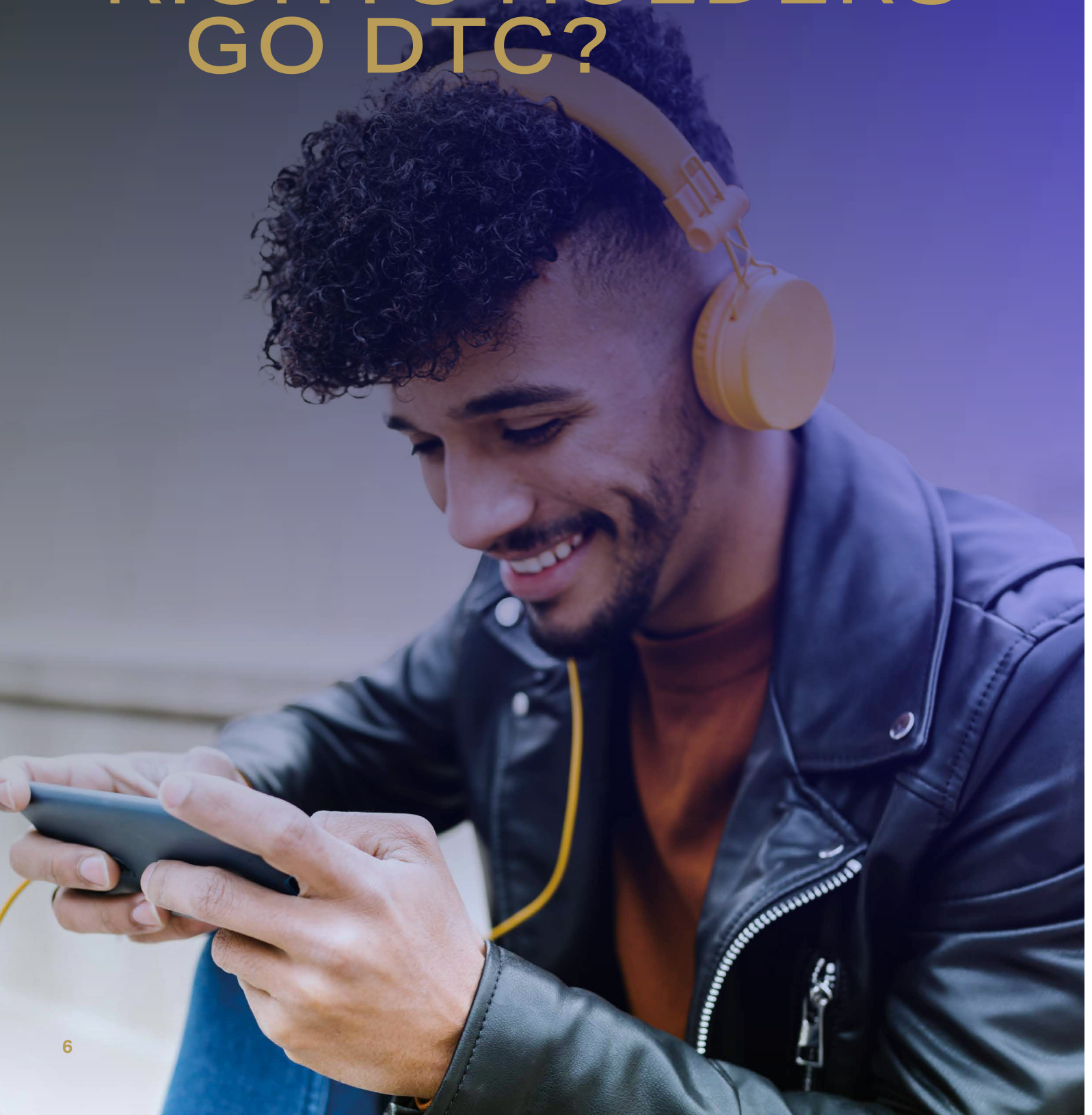
But the adage 'if you build it, they will come' doesn't necessarily hold much weight here. Success requires the right combination of technology, content and marketing expertise – and increasingly more sophisticated forms of marketing that are driven from data, reporting, predictive analytics, and marketing message/pricing automation. All are critical in meeting consumer expectations and plotting a path to profitability at a time of macroeconomic uncertainty.

THE PAY-TV MARKET
WILL HAVE JUST A
28%
SHARE OF GLOBAL
SPORTS FANS BY 2026

2. MIDiA Research (2022) <https://www.midiaresearch.com/blog/music-subscriber-market-shares-2022>

3. The Digital Entertainment and Retail Association (2022) <https://www.midiaresearch.com/blog/music-subscriber-market-shares-2022>

WHY DO RIGHTS HOLDERS GO DTC?



Even as recently as five years ago, streaming was still viewed as an experiment or as genuine innovation by the sports industry. Now, digital video is a core part of any media strategy – either as a substitute or alternative to linear television or as a supplementary effort to deepen engagement through additional content or reserved rights. But there is no single reason for why a rights holder might go the DTC route.

THE DECLINE OF TRADITIONAL MEDIA

The main driver behind this shift to DTC is the uncertainty surrounding traditional media as viewing figures and subscriptions continue to decline in key markets. When television was the primary form of entertainment and families would gather round a single set in the living room, live sport didn't have to compete for audience.

Now television faces much more competition. The smartphone means viewing is more personal, consumers have greater expectations, and there are multiple forms of entertainment vying for the same eyeballs. Streaming services who offer more affordable, flexible contracts and deliver content over the public internet are eroding the market

share of traditional pay-TV providers who require specialist equipment, offer pre-selected bundles of channels, and demand inflexible commitments.

The associated expense of traditional pay-TV has always limited its appeal among younger demographics, but the shift to streaming isn't just a youth movement – 'cord cutting' is a mainstream phenomenon.

There are now more than 113 million households in the US accessing at least one streaming service (87 per cent), while the number of traditional pay-TV subscribers has fallen from just under 100 million in 2016 to 68.5 million in 2022.⁴ Meanwhile, Nielsen reports that the leading streaming services drew more viewers than cable TV for the first time ever in July 2022. Streaming represented 34.8 per cent of television consumption, compared to 34.4 per cent on cable and 21.6 per cent on broadcast.⁵

It's a trend that looks like it's not stopping anytime soon. Nearly half (48 per cent) of pay-TV subscribers who also stream are considering cutting the cord.⁶

In the UK, half of sports fans watch sport on their smartphone, while only one in

three use a set top box from a traditional pay-TV platform. Meanwhile, 80 per cent say they would like to watch all their sport exclusively on streaming platforms⁷. One study suggests that globally, the pay-TV market will have just a 28 per cent share of global sports fans by 2026.⁸

Major events like the FIFA World Cup and Super Bowl are still mass cultural occasions watched by millions on linear television, but many sports now must find other ways to reach audiences who increasingly want to go over-the-top (OTT).

Even major broadcasters like Sky and ESPN are hedging their bets by operating linear and DTC services simultaneously and regional sports networks (RSN), one of the main beneficiaries of the cable bundle model, are planning for life after cable.

A PLATFORM FOR EXPOSURE AND EXPANSION

All rights holders must find a balance between revenue and exposure in their media strategy, and declining linear audiences mean DTC offers a better opportunity to reach younger, digitally native demographics.

4. Statista <https://www.statista.com/statistics/251268/number-of-pay-tv-households-in-the-us/> or <https://www.leichtmanresearch.com/major-pay-tv-providers-lost-about-785000-subscribers-in-3q-2022/>
 5. Nielsen: <https://www.nielsen.com/insights/2022/streaming-claims-largest-piece-of-tv-viewing-pie-in-july/>
 6. The Stream 2023: Actionable Audience Insights for Brands
 7. Grabyo Sports Video Trends UK (2022)
 8. Grabyo Sports Video Trends (2021)

Amazon's debut season as the broadcaster of Thursday Night Football attracted the youngest median audience of any NFL broadcast package since 2013, with viewership among 18-34 year olds up by 11 per cent. MLB has also sought a younger audience by bringing Friday Night Baseball to Apple TV+, while Major League Soccer (MLS) believes the same platform is a better fit for its fans than RSNs.

DTC also offers the opportunity to establish a presence in markets where there is an underserved audience. While most major sporting properties, such as European soccer competitions or the North American major leagues, might be found in certain secondary markets on broadcast television, the same couldn't be said for handball in the UK or cricket in Switzerland. DTC also provides global media coverage for the major sporting properties in markets where they aren't available on broadcast.

Streaming allows rights holders to serve existing global fans while potentially acquiring entirely new ones. The subscription-based Gaelic Athletic

Association (GAA) Go platform serves up live hurling and Gaelic football to the Irish diaspora, while the European Handball Federation (EHF) and International Cricket Council (ICC) offer free services that have attracted viewers in non-traditional markets.

In both cases, the prospect of limited linear coverage was not the best distribution medium to engage a fan base. The globality of streaming can serve multiple, distinct audiences in a way that conventional broadcast methods cannot.

TO TAKE CONTROL OF THE EXPERIENCE

A typical rights holder-broadcaster relationship sees the former cede control over parts of the end user experience and pricing to the latter. DTC offers the ability to manage the user experience, take complete ownership over data collection, and dynamically determine the value of the content.

Rights holders can create a bespoke, personalised service for fans that come equipped with both technical innovations

and a range of original content, archive footage, behind-the-scenes peaks, and coverage of secondary competitions to supplement live coverage. These platforms become a 'must have' for the superfan and strengthen the relationship between platform and viewer. We're also beginning to see DTC services, and their robust user data sets, act as the anchor offering for membership business models.

By taking control over data collection and analysis, rights holders gain a deeper understanding of who their fans are, where they are located, and how they are engaging with content. This approach to data is far more effective than if it was harvested, anonymised, and aggregated by a third party such as a social media platform.

A DTC strategy isn't exclusive to streaming. Many rights holders are adopting a direct approach through official mobile applications, ecommerce, games, and immersive experiences like the metaverse to deepen engagement and unify data through a common fan identity.

87%
OF HOUSEHOLDS SUBSCRIBE TO AT LEAST ONE STREAMING SERVICE

THE TECHNOLOGICAL BARRIERS TO DTC SUCCESS



UNDERSTANDING THE TECHNOLOGICAL TASK

Realising the full potential of the direct-to-consumer approach isn't as simple as flicking a switch and broadcasting to the world. A successful streaming service relies on a solid technological platform that is capable of delivering the advertised benefits to both rights holder and viewer.

In their rush to embrace streaming, many rights holders erroneously believe they need to internalise the infrastructure themselves. An in-house technology operation makes it possible to control the pace of development, the feature set, and acquire first-party data that can be a competitive advantage.

But technological development doesn't have to be done in-house, and many early adopters underestimated the effort required to build and maintain a reliable, futureproofed platform. A successful streaming platform requires a high-quality user experience (UX) and user interface (UI) that make the platform regularly feel fresh and new, like it was made for that individual user – and that necessitates significant resource and investment.

Even if a rights holder possesses the necessary skills and funding, an in-house approach doesn't justify the return in investment when you consider the long-term commitment to maintain infrastructure, develop new features and apply continuous updates. Technological cycles often extend beyond media rights agreements, adding further cost complexity.

Conversely, there are also many sports properties that understand the scale of this challenge but are discouraged from going DTC because they believe the expertise and up-front costs required are insurmountable.

Both groups are better served by specialists like Endeavor Streaming who help clients create and deliver reliable and innovative streaming platforms that can be applied across the industry.

SOLVING LIVE STREAMING

Unlike a movie or a multi-season drama that has a long shelf-life, the value of live sport diminishes almost the instant after it has taken place, certainly after 24 hours and mass social media exposure. Few things in life are

as emotive as sport and viewers who pay a premium for live events will be frustrated at any disruption – causing significant reputational damage. Reliability is paramount.

However, live streaming is a much different proposition to on-demand viewing. Platforms must have the capacity and capability to deliver a high-quality picture to thousands or even millions of simultaneous viewers around the globe. Sport is also extremely latency sensitive, so delivery must be as rapid and efficient as possible so key moments don't turn into spoilers by a smartphone notification or a cheering next-door neighbour.

Experience can vary across different devices and keeping track of multiple applications is a full-time occupation in and of itself. What works for iOS or Android won't necessarily work on a smart TV, and each endpoint category should have a dedicated product manager, adding to the expense of operating and developing a widely distributed streaming service.

Live sport is also extremely vulnerable to piracy so adequate measures must be taken to protect entitlement



restrictions, subscription revenues and relationships with third-party broadcast partners who might have the rights to events in certain markets.

ESTABLISHING AN INNOVATION ROADMAP

A successful streaming offering cannot simply be linear television transmitted over the internet – especially with technology now a crucial part of the sport experience for six in ten European sports fans.⁹

In the US, a quarter of viewers would like to see more interactive features during the Super Bowl, while a fifth would be open to an experience powered by augmented reality or virtual reality (AR and VR).¹⁰ While we think the AR/VR element is a bit further out, the fan enthusiasm is indicative of the desire for deeper engagement with sport, one that will be unlocked through enhancements in streaming.

To achieve full engagement and revenue potential, DTC platforms must

meet fan expectations by offering social features, multi-event streaming, greater personalisation, immersive experiences, and real-time data-driven capabilities.

Fans increasingly demand a premium, technologically-driven experience but the investment, skills and agility required to adapt to changing consumer trends is a challenge for rights holders to do fully in-house – especially as innovation expectations and concurrent viewership increase.

50%
OF UK SPORTS FANS
WATCH SPORT ON
THEIR SMARTPHONE

9. Mastercard Sport Economy Index (2023)

10. SportsPro: <https://www.sportspromedia.com/news/super-bowl-nfl-study-metaverse-vr-ar-philadelphia-eagles-kansas-city-chiefs/>

BUSINESS CHALLENGES AND THE SEARCH FOR SUSTAINABILITY



INTENSE COMPETITION AND FRAGMENTATION

Technology is only part of the equation. Sport streaming services aren't just competing between themselves for subscribers, but with legacy pay-TV providers, and other forms of entertainment.

Ultimately, there is only so much time and money that consumers can spend on leisure activities, meaning OTT platforms are in competition for subscribers and viewers on an almost daily basis to ensure their content is easily discoverable and stands out from the crowd.

The average US household subscribes to 5.2 streaming services, however there is evidence that not everyone is entirely happy with this range of choice – not just in terms of cost but also in terms of fragmentation.¹¹ With multiple sporting events split across a wider array of streaming services, the pressure is on platforms to stand out from the crowd and address consumer pain points.

Nearly two thirds (62 per cent) of consumers get frustrated when they can't figure out where to watch a particular sports event, 52 per cent have missed games because they couldn't figure out where to watch a particular

event and 49 per cent agree they subscribe to too many streaming video services.¹²

A DIFFICULT MACROECONOMIC ENVIRONMENT

Macroeconomic challenges are exacerbating subscription fatigue by placing further pressure on disposable income. Many markets are suffering from inflation and the rising cost of living and households are reviewing their subscriptions to see where they can cut back.

In the UK alone, streaming subscriptions have fallen by two million in the past year, while 12 per cent of consumers said they plan to cancel one or more subscription video on demand (SVOD) services in the first three months of 2023.¹³ Churn is a real issue.

Compounding this issue is a narrowing number of new markets and segments to expand into. Streaming is now popular among multiple demographics and while many platforms are available globally – sources of growth aren't obvious. We're shifting from the streaming lifecycle stage of adding net new audiences to a more mature part of the curve where growth comes from longer retention and users switching streaming services.

THE FOCUS IS NOW ON PROFITABILITY, NOT GROWTH

The reasons for going DTC and the long-term benefits are vast in scope, but there's no denying that this a difficult market to navigate at present, and streaming platforms need to be able to adapt to challenging macroeconomic conditions.

A DTC strategy delivers many benefits but there's no escaping the realities of the current market and the need to shift from a growth mindset towards profitability in a bid to become more sustainable. In the early days of streaming, platforms invested heavily in content to see what resonated the most with consumers and offered attractive price points to entice as many users as possible into their ecosystem.

But this is no longer an option for many mature platforms given the current economic climate.

Finding a path to profitability isn't easy. Price increases are an obvious solution and we're seeing it wildly used. Free and ad-supported tiers, and the better use of data to acquire and retain customers will be a necessity for others. There will be many other tactics used to drive revenue per user, such as the removal of a monthly SKU, or longer content drop windows.

11. Kantar <https://www.kantar.com/north-america/inspiration/technology/percentage-of-us-streaming-households-drops-in-q3-while-cable-tv-declines-slowed>

12. Deloitte <https://www2.deloitte.com/us/en/insights/industry/technology/future-sports-streaming-media-trends.html>

13. SportsPro <https://www.sportspromedia.com/news/uk-streaming-subscriptions-2022-decrease-amazon-disney-bbc-iplayer/>

DATA-DRIVEN INTELLIGENCE GIVES THE FANS WHAT THEY WANT



Historical and real-time data help an organisation understand more about itself, its customers, and the market it operates in so it can make more informed decisions and take advantage of changing trends and emerging opportunities.

DTC platforms are a valuable source of data in their own rights, generating insights that can be used across the whole organisation. This thirst for first party data helps explain why owned-and-operated platforms are back in vogue, with leagues, federations and others using a common ID to aggregate multiple touchpoints against a single identity.

A common ID means every single interaction, whether it's with content, ticketing, or merchandising, is monitored and aggregated so organisations have a more complete picture of each individual. This profile can be exported to other applications and systems, increasing its utility.

An example of this synergy in action is the ability to bridge data between the digital and physical worlds. The insights gathered from the DTC platform can be used to personalise the experience for fans at the stadium, using their

preferences to offer tailored matchday packages, behind-the-scenes events, and discounts. Virtual fans can be transformed into match going supporters, driving revenue in multiple areas.

Data analytics, AI and its subset, ML can help rights holders deliver the user experiences that customers expect, while solving the business challenges that stand in the way of commercial success.

PREVENTING CHURN WITH PREDICTIVE ANALYTICS

A greater volume, variety and velocity of information can power informative dashboards and reports to augment human decisions, while also training more powerful AI and ML models.

These models can learn a user's preferences, help rights holders make decisions about content and user experience priorities and tailor the service to the individual. By analysing behavioural patterns, machine learning models can even predict a user's propensity to churn, allowing for marketers to build automated campaigns designed to minimise the threat of losing that consumer.

This might be a special offer or even a reminder about a piece of content that might convince a specific user to engage and stay. By applying this context, discounts are only offered to customers most likely to churn, lessening the impact on average revenue per user (ARPU). This is a surgical approach to user retention, a vast difference from the early days of streaming where blunt force marketing tactics were all that was available.

A MORE PERSONALISED EXPERIENCE

Personalisation is a pillar of the modern streaming experience. By analysing historical user behaviour and consumption events, well authored and trained predictive models can ensure subscribers have easy access to the content they value most. Being served the right content at the right time on the right device enhances the value of a subscription for an individual, driving engagement and aiding retention.

Machine learning based predictive models can also generate insights that power more targeted, personalised advertising campaigns that users are more likely to interact with, boosting commercial revenues.



Data-driven technology businesses like Facebook, Amazon and Google have managed to secure the lion's share of the online advertising market, while data-powered streaming platforms like Netflix and Spotify have enjoyed considerable subscriber success in their respective markets by understanding and predicting their users' behaviour.

The wider infiltration of AI in the world of broadcasting will unlock new possibilities. Intelligent cameras are capturing live action without the need for a human operator, while video clipping software is using metadata, computer vision and audio recognition technology to create highlights packages.

In the future, these can be created individually for each user – further driving engagement – while integrated generative AI algorithms will allow users to create custom packages by typing simple commands.

STREAMING PLATFORMS ARE BECOMING COMMUNITY SPORTS PLATFORMS

An intelligent, data-driven, and highly capable technology platform will help streamers diversify beyond video and capitalise on a recent trend that has seen pure-play streaming services expand into areas like in-play betting, ecommerce, immersive experiences, and social viewing.

A multi-faceted platform with community and membership elements can combat subscription fatigue and churn by offering a more personalised and engaging experience.¹⁴ For example, a user who makes in-play bets is likely to consume more content and less likely to leave the service.

More than half (51 per cent) of UK sports fans have made a purchase after seeing a social advertisement, buying clothing (49 per cent), food and drink (42 per cent), games consoles (37 per cent),

merchandise (27 per cent) or tickets (23 per cent).¹⁵ This suggests there are significant opportunities for sports properties to unlock complementary revenue streams through additional services and create a more compelling proposition for advertisers and commercial partners.

A solid technological foundation will also drive retention by enabling more premium experiences, such as advanced audio, enhanced 4K and 8K picture quality at scale, and future technologies such as VR. Such enhancements can aid retention, and potentially allow streamers to offer additional price tiers, but will also enable new immersive social experiences that will be part of these new community platforms, deepening and lengthening engagement.

These direct and indirect financial gains will help smooth the path from growth to profitability by strengthening customer relationships, deepening engagement, and driving ARPU.

51%

OF SPORTS FANS HAVE MADE A PURCHASE AFTER SEEING A SOCIAL AD

14. IMG and Seven League Digital Trends Report 2023

15. Grabyo Sports Video Trends UK (2022)



*HOW ENDEAVOR
STREAMING
CAN DELIVER
A FUTUREPROOF
FOUNDATION*

A streaming platform is a bit like a building project – it starts with solid foundations, considerate construction, thoughtful designs and should be built to last. Endeavor Streaming has spent years developing industry-leading technology and go-to-market strategies with the necessary marketing tools and client services to deliver DTC success for rights holders. When it comes to powering live events at scale and globally, these capabilities paired with an innovative technological roadmap allow partners to navigate challenging market conditions and adapt to the changing consumer trends.

Global reach is complemented by regional flexibility. Partners can scale their DTC platform up or down in different territories, allowing them to quickly react to local media rights deals, shifting market conditions, and trends.

Endeavor Streaming allows rights holders to put data-driven insights into practice by tailoring the user experience based on viewing habits and content preferences in different territories across various devices, aiding adoption and retention.

For example, the data might show European soccer fans want as much live content and real-time statistical insights as possible, but Australian fans watch games on demand because of time zone differences and don't want to see live scores anywhere in the application.

Adhering to fan consumption patterns and device usage, especially in sport, is crucial. Mobile users tend to look for short-form content, craving the more interactive fan engagement experience, where smart TV viewers are more focused on the live viewing experience from their home. Again, it's all about delivering the right content at the right time on the right device, using data-driven insight to drive engagement and reduce churn.

TRUE DATA SPECIALISTS

The growing importance of data and the sophisticated ways in which it is used strengthens the role of a trusted business partner. Endeavor Streaming's machine learning models benefit from dedicated development teams and from access to huge amounts of data, so they effectively power insights from content

recommendations to churn prediction to assigning PPV purchase probability.

The knowledge gathered by Endeavor Streaming's platform and processed in their data analysis workflows can be fed into other applications, at a client's direction, and paired with identifiable information to create more personalised marketing strategies. The information can also be used to issue custom marketing messaging flows throughout streaming applications to specific users or segments.

This homegrown capability is supported by powerful tools that deliver real-time visibility in to the user behaviours across a streaming service. A proprietary dashboard informs clients what content is being consumed on their platform at any moment in time, how many users are on the platform, and their geographical region.

Meanwhile, a business dashboard provides a financial snapshot of the platform, serving up subscriber numbers and ARPU, while a predictive analytics dashboard incorporates a targeting application that allows for marketers to



seamlessly push audience segments wherever they like. For example, a client could use the targeting application to identify users who are less than 50 per cent likely to stream that weekend and transfer that segment to their social media or marketing applications for a campaign designed to increase consumption.

All of these capabilities demonstrate the true value of not only partnering with a dedicated team rooted with deep industry expertise, but the need for data-driven tools to both inform and provide the ability to take previously siloed data and use it across a streaming business.

A RELIABLE PLATFORM BUILT FOR GROWTH AND PROFITABILITY

Endeavor Streaming offers more than just a technological foundation – it offers skills and expertise that can be the difference between success and failure in a fiercely competitive marketplace. They can advise on the right content mix, geographical activities, and how to balance subscription revenue with

advertising in a bid to maximise reach and revenue.

The industry is seeing many rights holders diversifying away from pure subscription models. Free advertising supported television (FAST) channels and ad-supported tiers are a response to the current macroeconomic climate and the threat of subscription fatigue. Free tiers lower the commitment bar and drive registrations, data collection, and app downloads, and act as a shop window for a full subscription.

This means more users in the ecosystem, more advertising revenue, and more actionable insights to benefit the user base and the operating team.

Taking in all of the above, Endeavor Streaming's approach is all about delivering business results. The more data you have, the better equipped you are to make a high-quality streaming service that attracts and retains customers by giving them exactly what they want – potentially even before they do.

This engagement becomes even more critical when performance marketing

becomes more expensive as consumers focus on privacy, making it harder to reach them through conventional methods.

Using a consumer first approach, rooted in letting the data "speak", Endeavor Streaming has seen rights holders save between 10 and 15 per cent on cost per acquisition (CPA) and deliver more targeted, user specific messaging to assist in ongoing consumer engagement. A greater understanding of customer lifetime value (CLV) enables streamers to deploy more informed marketing campaigns and decisions over which types of content to prioritise.

An end-to-end streaming platform with robust consumer marketing capabilities is the future of sport. It can help identify pain points, drive retention and acquisition, and deliver an enhanced consumer experience.

But it can't be done alone. Endeavor Streaming combines all these elements to help organisations adapt and transform their strategy and plot the path to profitability.

ABOUT

SportsPro

SportsPro is the leading media and events company for the business of sports internationally. Our mission is to provide powerful storytelling and insightful commentary that connects, educates and inspires the industry.

Sportspromedia.com launched in 2008 to connect and inspire the business world of sport. Our website generates over 5.5m views annually and is relied upon for the latest news, insights, analysis, interviews and diverse features from across the international sports industry.

SportsPro's in-person and virtual events, attract top-level executives, creating communities in key markets around the world. Our flagship events SportsPro Live, OTT Summit and OTT Awards, along with our specialist and regional events, connect more than 6,000 global industry professionals annually. We partner with the leading organisations that are transforming the industry, providing you with unrivalled content and networking opportunities.



Endeavor Streaming, a subsidiary of Endeavor, is a global leader in premium video distribution and monetization for live and on-demand content across sports, entertainment, media and lifestyle. Through its complete end-to-end streaming platform and unique service offerings inclusive of advisory and consultancy, growth marketing, custom front-end development and more, Endeavor Streaming helps content creators, brands and rights holders transform, grow and scale their direct-to-consumer businesses. Endeavor Streaming is a trusted partner for leading global brands, delivering tens-of-thousands of major tentpole events annually including WrestleMania and UFC fight cards and powering streaming services including WWE Network, NBA League Pass, UFC FIGHT PASS, NYFW, and more.

