

Touchdown with Super Bowl

Insights for Live Sports Success on OTT



The Super Bowl has transcended its traditional sporting role, captivating millions as a cultural highlight for years. Diverse audiences tuned in, presenting OTT platforms with a golden opportunity to expand their reach, explore new monetization strategies, and drive innovation. While dedicated sports fans remained a core audience, the event's broader appeal attracted casual viewers drawn to the halftime show, iconic commercials, and the fostered sense of community.

This e-book focuses on how OTT platforms can leverage monetization strategies, enhanced user experience, personalized viewing, and community-building to win in the future of live sports streaming.

Monetization Strategies

1

Brand Integration:

Live streaming's brand integration unlocks powerful connections between viewers, advertisers, and platforms. Super Bowl fans hold onto unique superstitions - lucky jerseys, team pennants, etc. OTT platforms can leverage these emotions by seamlessly integrating brands into the live stream, empowering viewers to purchase those lucky merchandise instantly.

[Find out how Robosoft helped Magnolia integrate an e-commerce section within its OTT app.](#)

2

Exclusive Premium Content:

Exclusive premium content on live-streaming platforms is a must-have. It attracts users with unique offerings, setting the platform apart. This builds a loyal subscriber base and unlocks diverse revenue streams: subscriptions, ads, and partnerships.

Consider the NFL's partnership with Amazon Prime Video for Thursday Night Football. It offers exclusive access to games and pre & post-game shows, creating a premium viewing experience that attracts subscribers and generates revenue.

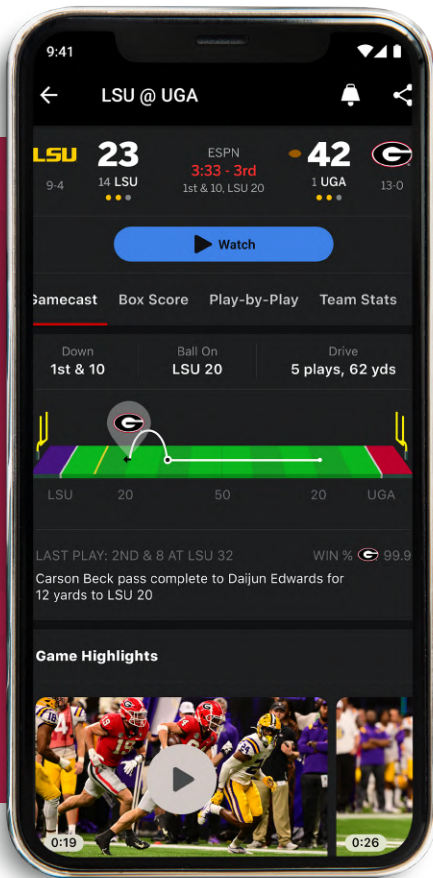


3

Pay-per-view:

Subscription models dominate streaming, but pay-per-view offers an alternative for monetizing premium events like the Super Bowl. Without the burden of long-term commitments - this approach targets viewers interested in specific events, offering flexibility and value.

E.g., NFL fans want out-of-market games. YouTube TV's NFL Sunday Ticket lets them pay-per-view for individual games for the entire season, catering to their specific needs.



4

On-demand Highlights:

On-demand highlights unlock convenient replays of key moments – the game-winning touchdown, the electrifying halftime show to relive. This exclusive access keeps viewers hooked, letting them revisit the excitement on their terms.

For instance, ESPN+ 's on-demand NFL library includes exclusive highlights, expert analysis, and behind-the-scenes action, fueling fan engagement and subscription growth.

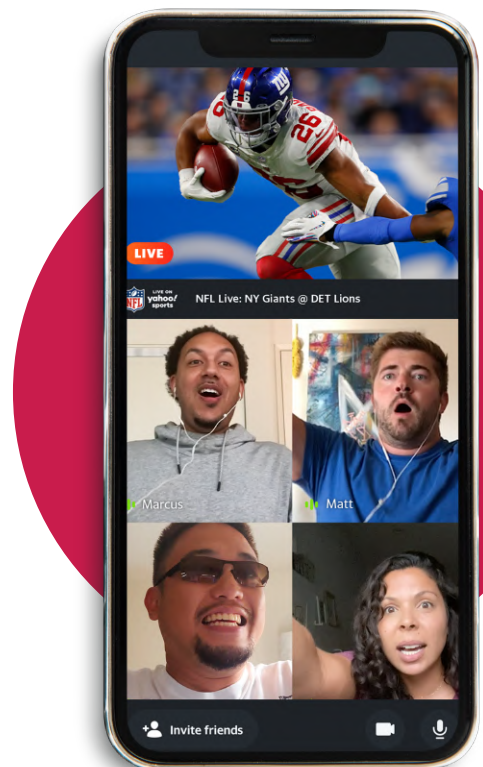
Enhanced User Experience and Engagement

5

Virtual Connect:

Virtual connect features are game-changers for building sports fan communities; they create a shared space for fans to co-watch games, fostering a true sense of belonging. Synchronized streaming, live chat, and real-time reactions amplify the excitement. Sports fans craving communal experiences can celebrate victories or commiserate with losses virtually, shoulder-to-shoulder (or avatar-to-avatar).

Take the NFL's "Watch Together" on Yahoo Sports. It lets fans invite friends to a split-screen video chat while watching the game in sync, creating a truly connected experience.



6

In-game Stats:

This feature equips users with real-time player stats, in-depth team analysis, and historical data, providing a holistic view of the competing teams. Customize the display to highlight the metrics that matter most, ditching reliance on external updates and elevating the sports viewing experience.

For example, Sports Pro provides live streaming alongside real-time player stats and expert analysis, bringing users closer to the action, their favorite teams, and the overall spectacle of the event.



[Discover how Robosoft developed a personalized cricket app for ESPN to provide fans with a seamless and engaging experience with real-time score updates, scorecards, commentary, expert analysis, etc.](#)

7

Gamification:

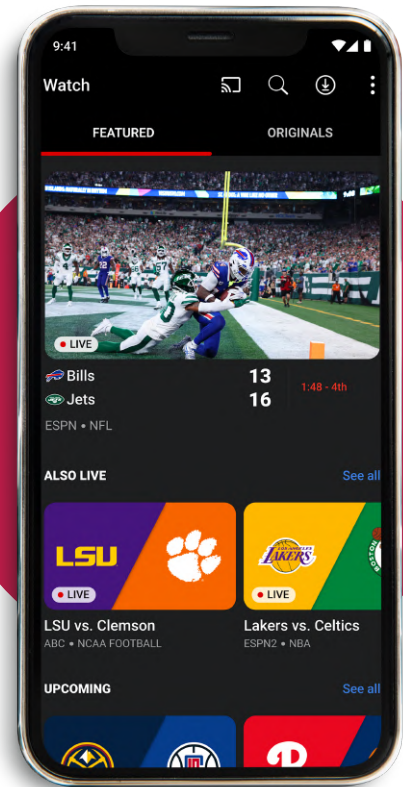
OTT players can incorporate gamification to transform passive viewing into active participation. Interactive elements like pop-up trivia questions and quizzes on score predictions, strategically placed during breaks or pivotal moments, inject friendly competition and engagement. Users can choose participation, ensuring the extra layer enhances but not disrupts their experience.

8

Cross-content Promotion:

OTT platforms strategically leverage major sports events like the Super Bowl to promote new content releases. Pre-event teasers and in-game integrations maximize viewer engagement. This cross-promotion complements the sports excitement, showcases platform diversity, and boosts viewer retention and satisfaction.

For instance, ESPN+ seamlessly integrates promotions for upcoming shows and exclusive content during live UFC fights. Short, targeted teasers capture viewer attention during breaks.



Personalized Viewing Experience

9

Multi-language Commentary:

Multi-language commentary lets viewers choose their preferred language, unlocking content for a global audience. This caters to diverse regions and linguistic backgrounds, personalizing the experience and broadening accessibility.

10

Multi-camera Angles:

Users can switch camera angles, tailoring their view for a personalized, immersive experience. This caters to preferences like focusing on specific players, formations, or areas of the field.

11

Personalized Alerts:

Users can curate personalized match alerts, focusing on the game's key moments. This customizable system ensures die-hard fans never miss a crucial play, even with busy schedules.

For example, ESPN's app empowers users to craft their alert mix, including team updates, player news, and goal highlights. They can customize notifications based on favorite teams and players, ensuring an immersive, personalized experience.

Community Building

12

Social Sharing:

Social sharing elevates the OTT experience, fostering a lively, interactive community. Viewers can seamlessly share content directly from the platform on social media, boosting engagement and buzz.

[Learn how Robosoft technologies enhanced user engagement and social sharing within the Discovery+ app by implementing seamless mechanisms for quick and easy sharing of short clips.](#)

13

Live chat:

Chat and comments spark a real-time connection, fostering a vibrant community of fans. This buzzing atmosphere is especially electrifying during live events like the Super Bowl.



For example, the NFL Sunday Ticket on YouTube, a premium sports package for Sunday afternoon NFL games, lets you join the live chat or leave comments while streaming matches, amplifying the excitement alongside fellow fans.

[Read more about how Robosoft worked with a one-stop gaming and entertainment app by Rusk Media for GenZ, where they have built interactive features that allow users to chat or share images.](#)

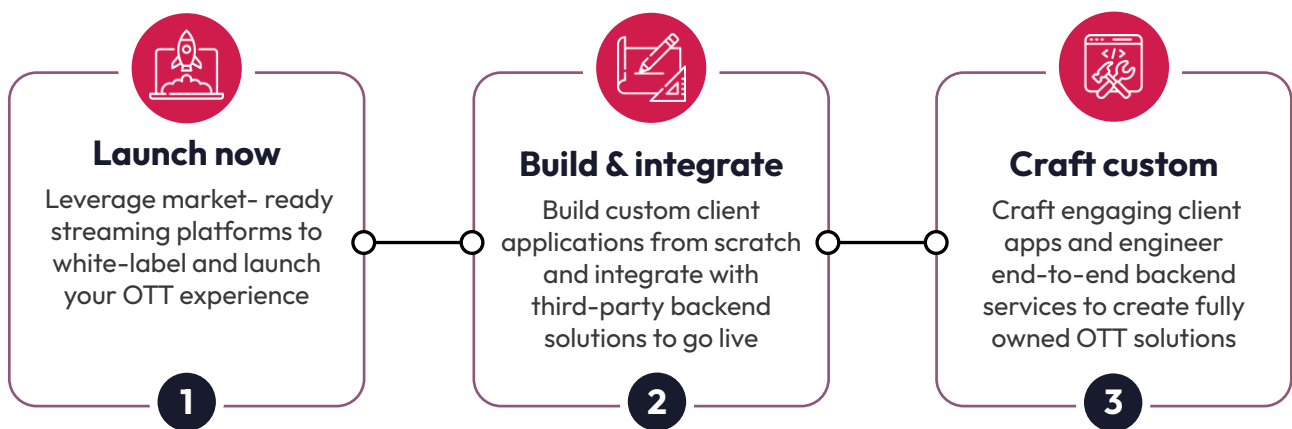
As the industry trends transform, forward-thinking OTT players harness cutting-edge technology to deliver enriching, seamless experiences that resonate with their audiences. This convergence of culture and technology encourages unique engagement models and redefines content consumption.

About Us

Robosoft Technologies is a proven digital transformation partner with a track record of crafting 10+ leading OTT streaming platforms, enjoyed by millions across the globe. Our services include Digital Product Strategy, Customer Experience Design, Platform Engineering, Testing, QA and Data Analytics.

Robosoft empowers Media and Entertainment brands with digital solutions that unlock deeper customer engagement and boost revenue. We translate end-user needs into feature-rich, cross-platform experiences that elevate them from the ordinary to the extraordinary.

We deliver end-to-end solutions in OTT streaming for media & entertainment brands at every stage of the brand journey:



We work with Media, News & Entertainment brands in:



Platform strategy



White-label applications



Out-of-the-box Video CMS



Cross-platform application development



Smart TV app



Monetization strategies



We are chosen for our expertise in:

- Digital product strategy and design thinking-led workshops
- GTM Strategy
- Testing-as-a-service
- Data and Analytics
- Customer Experience Design including seamless UI/UX across devices & platforms
- Native and Cross-platform Application development & maintenance across mobile, web & tablets



Our engagement models include:



Digital Centre of Excellence



Customer Team Augmentation



Package implementations



Offshore Technology Centre

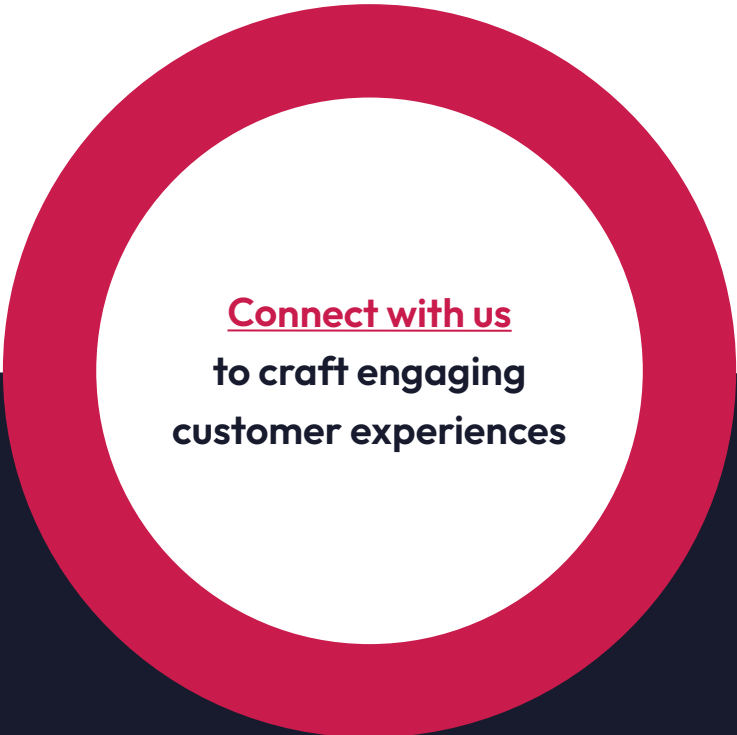


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Brands you trust, trust us



Connect with us
to craft engaging
customer experiences