

# YOU SPORT. YOU CREATE. WE STREAM

Helping sports and entertainment properties increase content value through digital experiences.

The world of internet video delivery represents an exciting opportunity for sports and entertainment properties that can be complicated and expensive to implement.

## VISAIC makes it easy

VISAIC provides an end-to-end video technology platform and service model that helps sports & entertainment organizations exploit the new media landscape using powerful digital alternatives to deliver and monetize content across any screen. Our solution offers the ability to create an audience, engage existing fans, offer multiple monetization models, and increase content and brand value. We do this by analyzing a range of financial and viewing metrics to create the experience your fans are looking for.



## Why VISAIC

- **Keep it Simple** – quickly launch a user-friendly video service to expand your reach, engagement, and revenue
- **Learn More** – discover how, when, and where your fans engage using detailed analytics dashboards
- **Manage Risk** – apply our expertise and partnership driven business models to lower risk
- **Evolve** – choose a solution that is agile; one that will grow and scale with your business needs and offer features to turn your fans into Superfans!

### Live and VOD Content



- Stream live and on-demand to any screen on an easy-to-use video platform.
- Cloud native solution on MS Azure
- End-to-End service Apps, CMS, delivery and syndication

**One solution delivering everything for your OTT service.**

### Monetization



- Pay-Per-View (Multiple Packages)
- Subscriptions (Monthly / Yearly)
- Pre and mid-roll advertising
- Banner advertising
- Coupons and Promo Codes

**No integration needed for multiple monetization models**

### Data & Analytics



- Financial Reports (Ads / Subscriptions)
- Service Viewing behavior
- Video Viewing behavior down to the User
- Dashboard viewing

**Learn how your fans behave and take action for better engagement**