

Video Platform Customer Presentation

Presented by:



January 2021

Jesse Beaudin
Chief Commercial Officer
jbeaudin@visaic.com
+1 619-977-5867



ABOUT VISAIC

VISAIC is a full-service digital content distribution platform empowering rights holders, media companies, sports brands, and others to reach, engage, monetize and grow their fan bases through the power of VIDEO.

FOUNDING TEAM brings years of domain expertise and strong industry relationships to offer scalable, cloud enabled, end-to-end solutions for monetizing digital video applications.

Headquartered in San Diego, CA, with offices in Vancouver, New York, Paris, and Kiev

DELIVERS clients and partners a range of engagement and monetization models leveraging quick to market video platform deployments, advanced analytics, 4K & HD with the latest social media experiences.

MARKET FOCUS

Sports

Providing fan-focussed turnkey solutions for rights holders and sports entities to host and deliver over the internet

Entertainment

Enabling entertainment and live event producers to quickly and effectively deliver and monetize specialty content

Theatrical

Powering a proprietary network delivering studio content and live events into cinemas

SPORTS

ENTERTAINMENT



THEATRICAL

Digital Video Platform Products



YARETV **Out-of-the-Box**

Scalable End-to-End, cloud-based Multi-Sport & Events platform complete with CMS, User Management, Device Support, and Analytics Reporting



Advanced **Powered by VISAIC**

Deliver premium HD sports and entertainment content to convert fans to super fans:

Fan Engagement | Custom Subscriptions | Pre-Roll Ads



Custom **Powered by Visaic**

Build a custom user experience that drives a unique brand vision

Custom UI/UX | Multi-Category CMS | Hybrid Monetization | Linear Channels | Advanced Analytics

END-TO-END SPORTS & ENTERTAINMENT PLATFORM

ACQUIRE/INGEST

VOD, Linear, and Live Events

TRANSCODE

HLS, DASH, HEVC

DEVELOP

iOS, Android, Web, Smart TV, Roku, Apple TV, Game Consoles

CMS

Manage Content, Users, Packaging, Promotions

MONETIZE

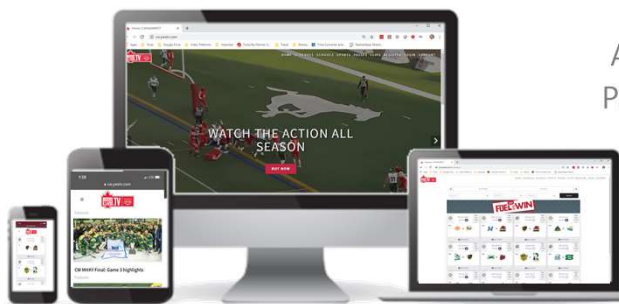
Subscription, Pay-Per-View, Authentication, and Ad Insertion

MONITOR

Analytics, QoS, Partner Support

DISTRIBUTION

Scalability, CDN & Syndication Services





We provide technologies to help Sports properties:

- **Stream live** events over the Internet
- **Package, market, deliver** and **monetize** content across multiple devices
- Collect critical fan **viewing analytics**
- Create **engaging** fan experiences
- Develop **new revenue** streams



VISAIC POWERS SERVICES FOR TOP SPORTS BRANDS

CONTENT RIGHT HOLDERS

FEDERATIONS, LEAGUES & TEAMS

CONFERENCES & Associations

OUR YARETV PLATFORM HELPS BOTH LARGE AND SMALL RIGHTS HOLDERS

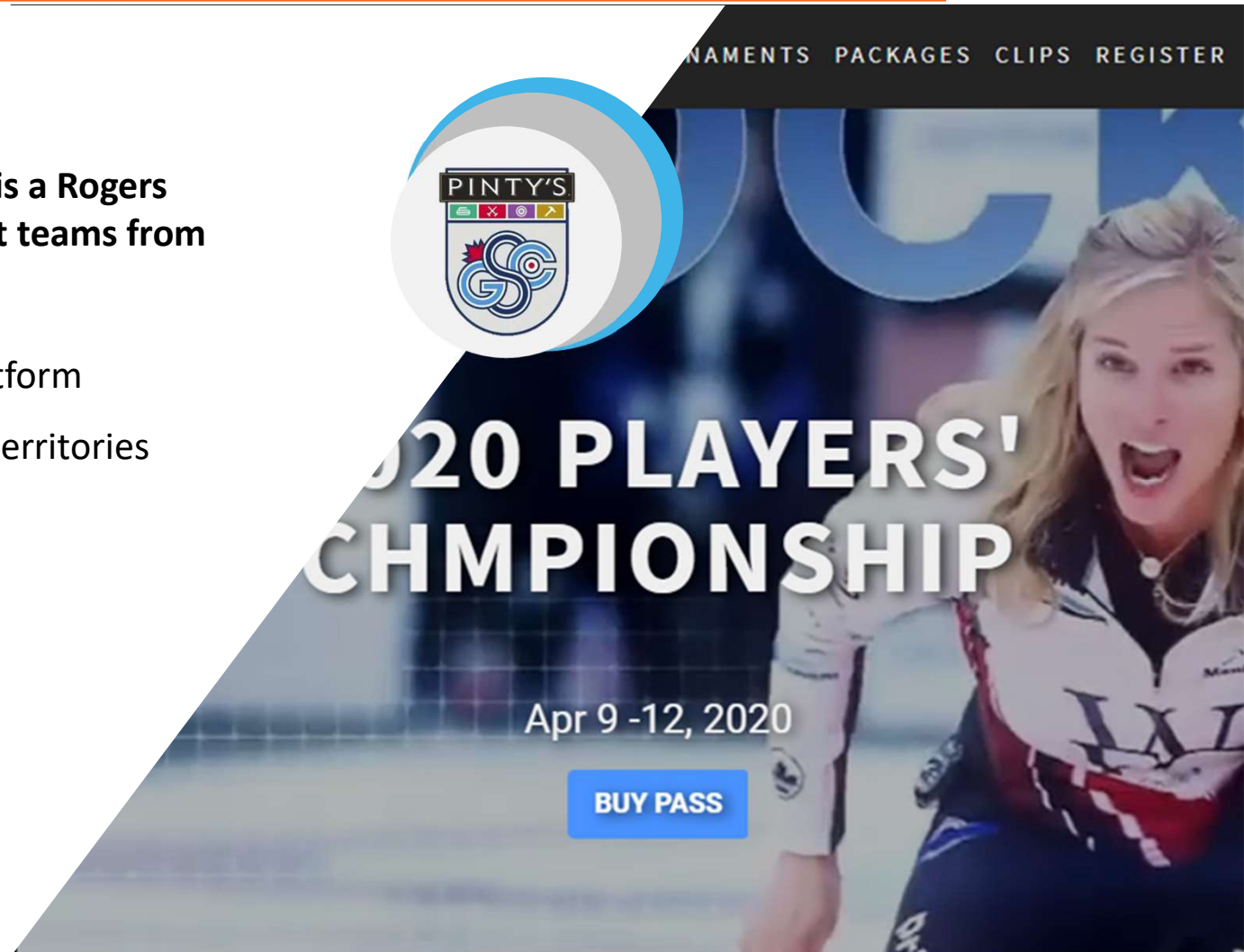


CASE STUDY – GRAND SLAM OF CURLING



The Pinty's Grand Slam of Curling is a Rogers owned property featuring the best teams from Canada and around the world.

- Multi-package pay-per-view platform
- Geo-targeting to out of market territories
- International syndication sales
- PC, iOS, and Android interfaces
- Chromecast and AirPlay
- Direct to consumer marketing



CASE STUDY – CANADIAN FOOTBALL LEAGUE

The Canadian Football League is one the most watched sporting programs in Canada

- Multi-package pay-per-view
- US dollar currency
- Sophisticated geo-targeting to out of market territories
- PC, iOS, and Android interfaces
- Chromecast and AirPlay
- Delivery to 130+ targeted countries



**WELCOME TO CFL
INTERNATIONAL**

2020 Season | Coming May

WATCH



- **Page Views** increased from 1.99M in 2017-18 to **3.23m** in 2019-20, an increase of **65%**
- **Ad Integration** leveraging increased page views, OUA implements Google Ads in 2019-20 season
- **Session Page views** increased from 3,29 in 2017-18 to 4.88 in 2019-20, representing growth of **49%**
- **View Viewing** 616,752 video views in 2019-20, a **62%** increase over the previous year

1,312
Number of streamed events during 2019-20 season

3.23M
Number of page views during 2019-20 season

672,029
Number of sessions during 2019-20 season

CASE STUDY

ONTARIO
UNIVERSITY
ATHLETICS

DELIVERING
1,300+ LIVE
SPORTS EVENTS TO
FANS





CANADA WEST TV

PORTAL TRAFFIC

Users

155,441 (+44%)

Total Sessions

362,299 (+27%)

Total Pageviews

1,726,282 (+14%)

VIEWERSHIP

Hours Viewed

176,601 (+90%)

Total Views

296,882 (+44%)

Average Viewing Time

54 min. (+20%)

Total Passes Sold

15,427 – (+11%)

The Platform captures Portal Traffic, Viewership, Audience Segments, and Demographics.

Over 12,000 fans have registered for the service

CASE STUDY – FESTIVALS & CONFERENCES

VISAIC powers OTT services for Festivals, Conferences, and other Entertainment Properties.

- Multi-package pay-per-view platform
- Worldwide distribution
- Leverage Interactivity features
- Capture video & user analytics
- Responsive web and mobile web
- Chromecast and AirPlay

LUMINATO
FESTIVAL
TORONTO
VIRTUAL

FALL
FOR
DANCE
NORTH
TORONTO'S
PREMIER INTERNATIONAL
DANCE FESTIVAL

GLOBAL
TORONTO

TED^x BearCreekPark
x = independently organized TED event

VICTORY CHARITYBALL

NEME 

SCOTIABANK
GILLER PRIZE 

KEY CLIENTS AND PARTNERSHIPS

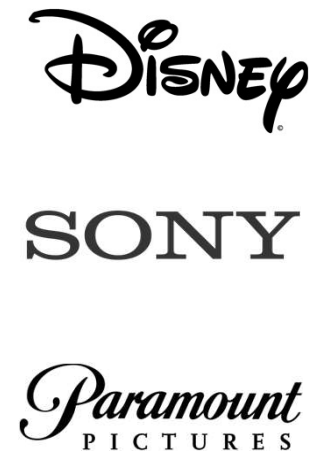
SPORTS & ENTERTAINMENT



STRATEGIC



STUDIOS



EXHIBITORS



Strong relationships with sports & entertainment organizations, technology providers, studios, and exhibitors

THANK YOU!

Presented by:



Jesse Beaudin
Chief Commercial Officer
jbeaudin@visaic.com
+1 619-977-5867

