



Bundling and Distribution Strategies for Sports Streaming and the Importance of Data for Personalization



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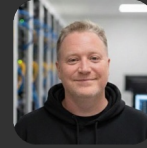
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The Distribution & Rights Puzzle



Distribution: What are the goals

Monetization Models: Subscription, Free, Influencer

Platform: Maintaining Operational Excellence

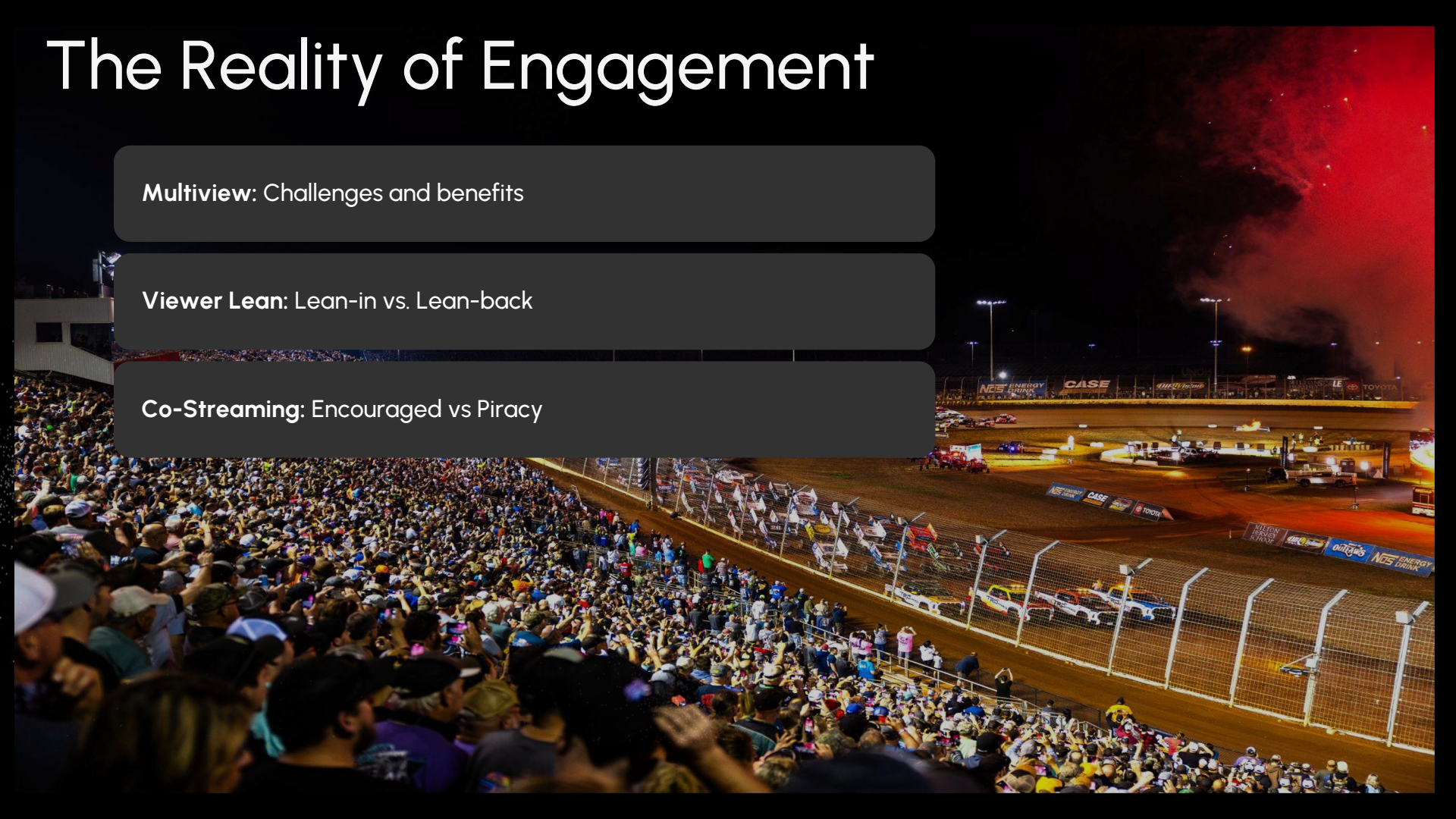


The Reality of Engagement

Multiview: Challenges and benefits

Viewer Lean: Lean-in vs. Lean-back

Co-Streaming: Encouraged vs Piracy



Data-Driven Content & Personalization



Over-Personalizing: How much is too much

Curated vs. Custom: What do viewers really want

Operationalizing the Edge: Real-time tuning

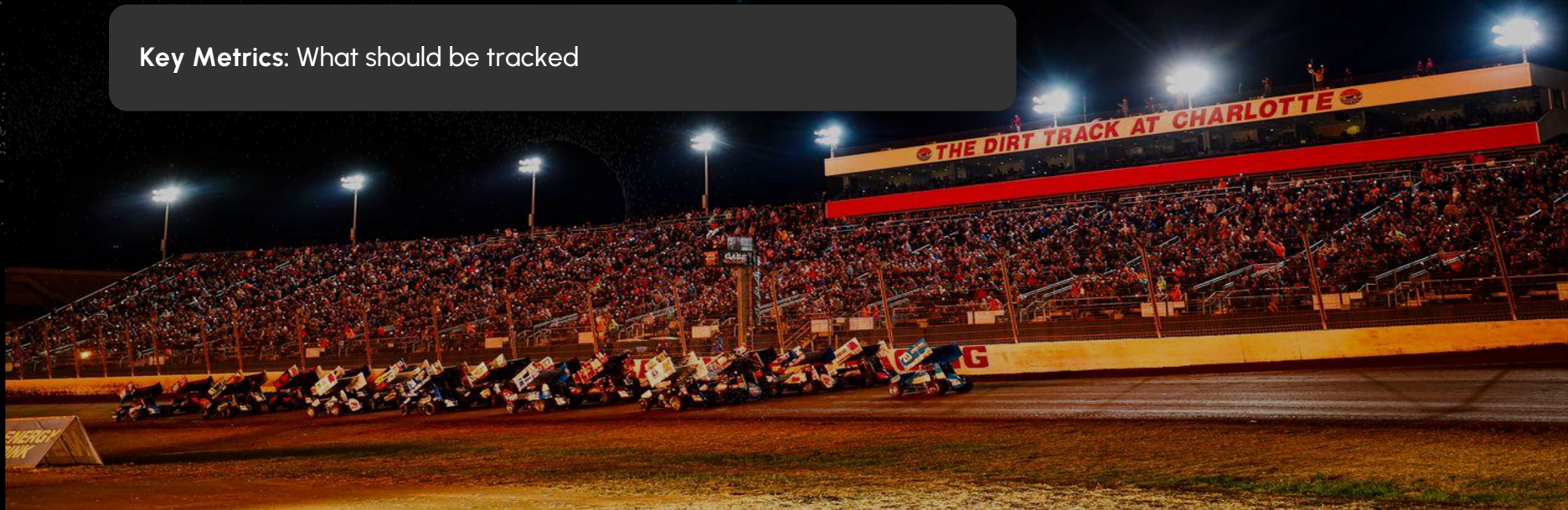


Operational Excellence at Scale

Concurrency: When is session tracking needed

Calculating ROI: Top factors by model

Key Metrics: What should be tracked



Thank you

Q&A

