



Sandeep Tiku

Group CTO DAZN

Product · Tech · CS · Ops

Ex - Entain CTO / COO

Largest betting platform

 **DELTA** PROTOCOL

About DAZN



Driving the digital transformation of sport on a hyper-personalised, intuitive and interactive platform.

200+



Countries

500+



Competitions

35+

Languages

300M

Concurrency*₁

150+k

Live events/year

100%

AI Powered CS

Watch • Chat • Play • Follow • Buy • Bet • News • Scores • Moments • AI discovery • My Clips

*₁ FIFA CWC Load Testing Numbers

As an industry

**We are building products of today
and technology of tomorrow...**

However, as
an industry
we are stuck

01 **Broken Complexity**
Across the entire supply chain

02 **We're wasting our best minds**
No time left for innovation

03 **Latency, Cost, Fake personalization**
Still unsolved

What if, there is a better way ?

01 **Transmit less & Deliver amazing customer experiences**

02 **Live Latency disappears. Costs collapse**

03 **Complexity becomes irrelevant**

04 **No stream. No piracy**

DELTA PROTOCOL

For the first time,
we can transmit **only what
matters**

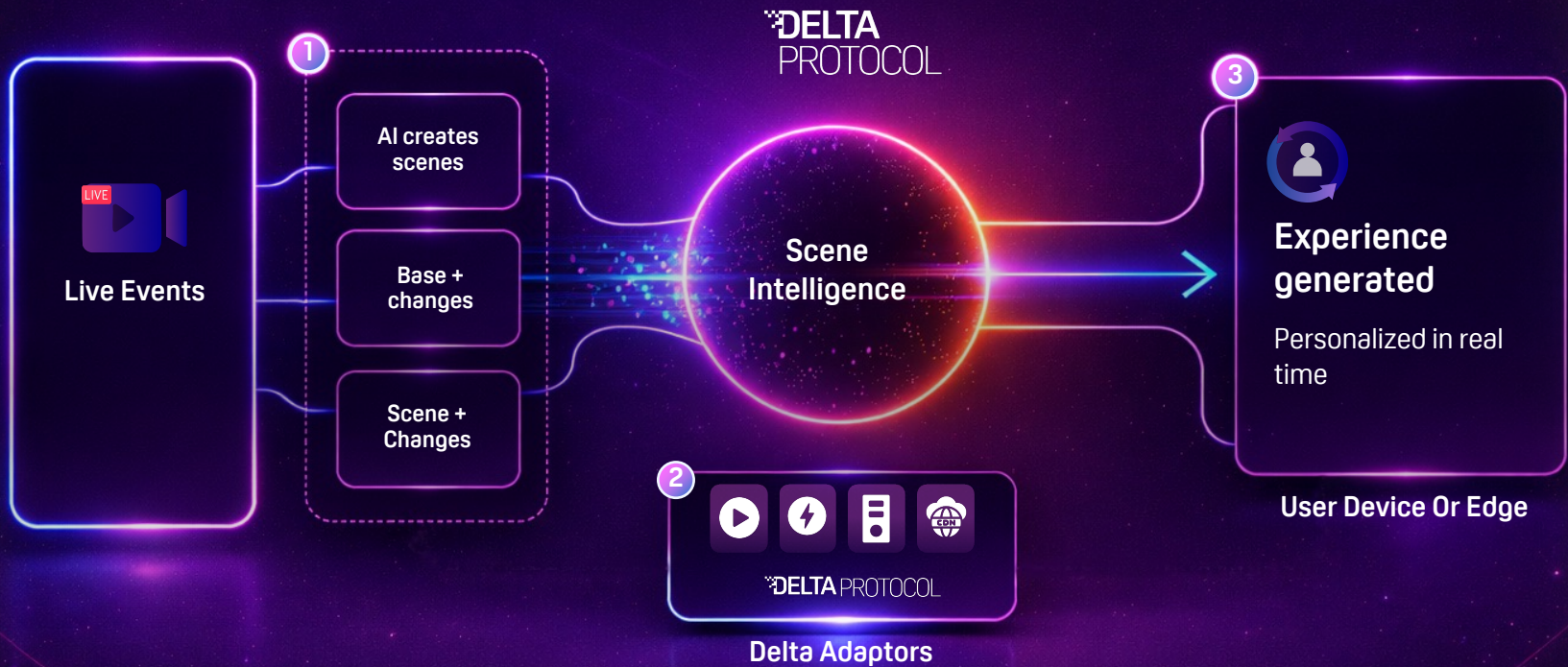


DELTA PROTOCOL

Stop streaming. Start generating

How Delta Works - No stream, Just scenes





Less data. More intelligence & Hyper personalized

 DELTA PROTOCOL

Stop streaming, Start generating

The Future Isn't Coming. It's Defined