

Scaling Tier-2 Sports Video Workflows, Without a Netflix-Sized Budget



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NAB Streaming Summit



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Scaling Tier-2 Sports

Without a Netflix-Sized Budget

S P E A K E R

Who I Am

Operator, not theorist.

TRACK RECORD

Built Cowboy Channel+ from 0 to 150k paid subscribers

Reached top 10 sports apps in the Apple App Store

Sold to Teton Ridge in 2024

Made every conceivable mistake along the way

VENTURES

Co-founded Ascentive Capital

Launched TableTennis.TV in 90 days

Bought a stake and took over ops at Horse & Country

Know the Audience. Know the Sport.

Every sport sits somewhere between participatory and spectator. That changes everything.

Spectator-First

Rodeo

- Fast paced, high stakes
- Built for crowds + spectacle
- Drama-driven outcomes

Participant-First

English Equitation

- Technical & subjective
- Niche but passionate community
- Utility over spectacle

Same category. Completely different products.

Inside every sport

- Participants want utility and progress
- Fans want drama and outcomes
- Casuals want simple and easy to follow

Be honest about the TAM

- Not everyone watching will pay
- Not everyone participating will subscribe
- Your real market is smaller than you think

The Rules of Streaming Sports

What must be true

Your Phone

Clippable. Short-form friendly.
Built for moments.

Live Event

Crowd, spectacle, occasion.
Does it work in person?

Your Couch

Can you sit with it? Does it hold
attention over time?

A sport must work across all three — or it will not scale.

THE 3 C'S

C Content

Is it something people actually want
to watch?

C Cadence

Is there enough of it on a regular
basis?

C Community

Do people engage with it and
congregate around it?

When It Breaks

This is where you learn the job.

25,000+

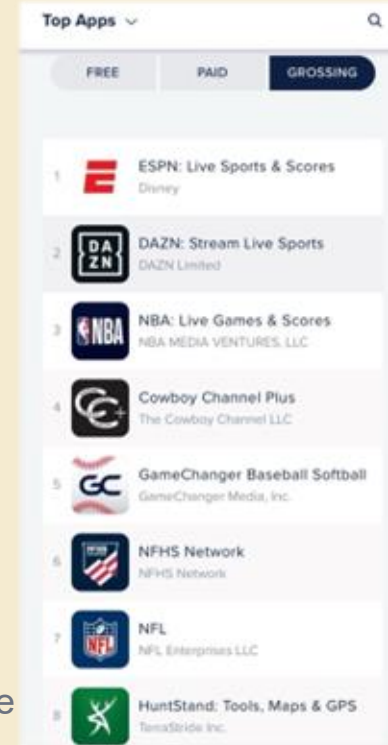
New subscribers in 45 minutes

Top 10

Sports app in the Apple App Store

5,000+

Angry customers during the outage



WHAT WE DID

- Called every single person back
- Responded to every email
- Told them exactly what happened

WHAT I LEARNED

- Transparency removes anger
- Respect builds loyalty
- Customer service is not a department it is the product

This is the moment that defines your business: not the growth.

5,000

subscribers

WHAT MATTERS NOW

- You are still losing money: build lean and expect change
- Use tech to save you money
- Avoid all-in-one solutions: you will outgrow part of the stack
- The wrong vendor can hurt you for years
- Focus on both paid and free users
- Mobile should do more than mirror your SVOD
- Build customer service and learn from it

50,000

subscribers

WHAT MATTERS NOW

- Now it gets real: you are making money
- Early vendors start to strain or break
- You need real customer service infrastructure
- Piracy shows up: that means you have something people value

Piracy is validation. If people are stealing it, it has value.

150,000+

subscribers

WHAT MATTERS NOW

- You are on the radar
- Big enough to be targeted by VPPA lawsuits
- Not big enough to punch back
- Privacy, consent, and data handling matter now
- Rights suddenly get more expensive

The problems you have today will not be the ones you have tomorrow. Learn from people who have already made them.

The Real Mistake

Where people go wrong

- 01** They overestimate TAM
- 02** They confuse participants with spectators
- 03** They build for themselves instead of the audience
- 04** They copy what worked in another sport
- 05** They think more tech will fix a weak product

If you misread the sport or the audience, everything downstream breaks.

Earn It.

RESPECT YOUR AUDIENCE .

BUILD IT RIGHT

- Know the audience, listen to them.
- Know what sport you have
- Make it work live, on phone, and on couch
- Give people content they actually want
- Give them enough of it consistently
- Build something they engage with and gather around

THAT IS HOW YOU EARN

Value

Subscribers who stay

Habit

Engagement that compounds

Trust

A brand that lasts

Build something people want to keep.



ASCENTIVE
CAPITAL >>

ACCELERATING GROWTH IN ASCENDING SPORTS

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MAB SHOW

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CEO Dyn



10,000+ games produced.
Millions of hours watched.
3 seasons live

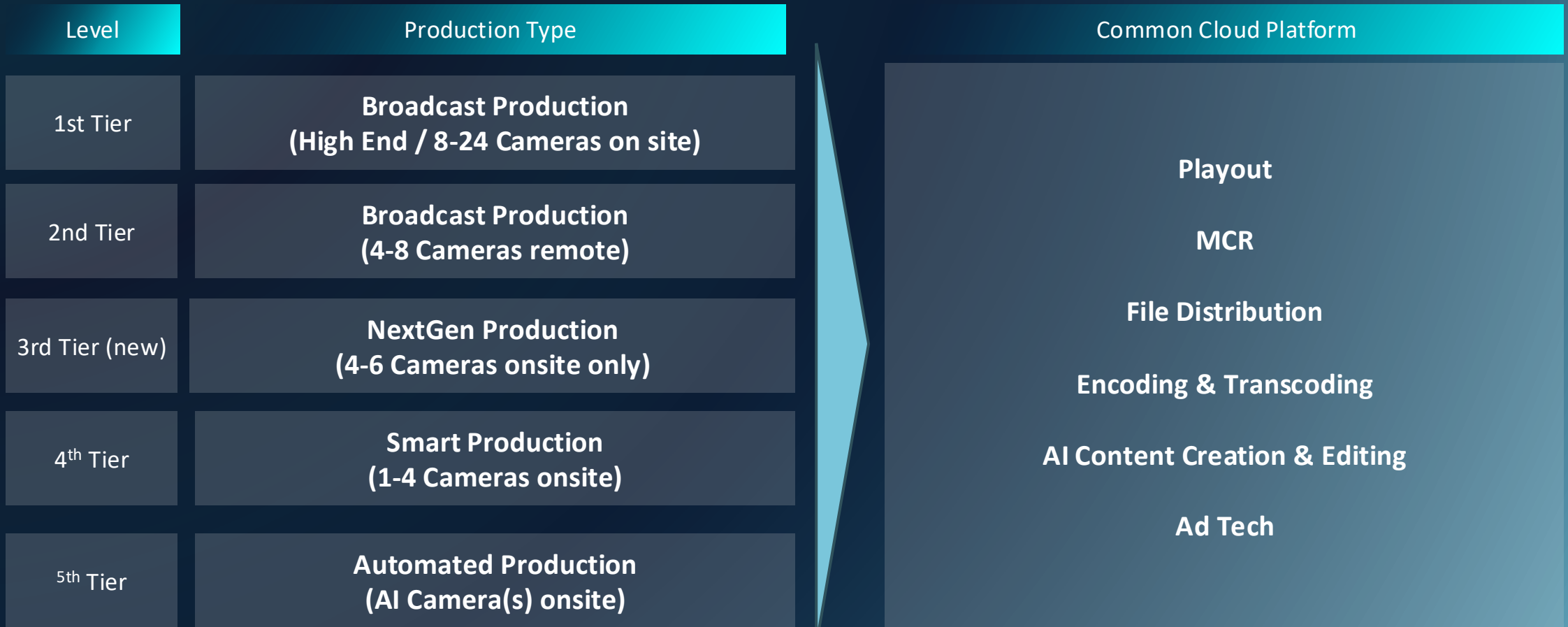
But our budget is 5-10x smaller
than traditional sports broadcasting.

Our learning...

Production costs are fixed.
Reach is variable.

That is the structural
problem of Tier-2 sports.


One cloud platform. Five ways to produce a game.



A light blue L-shaped bracket in the top-left corner.


Build your MVP in the cloud
first.

AI makes building
cheaper than buying.

A light blue L-shaped bracket in the bottom-right corner.

No clear processes, no tools -
no scale.

This is not an IT problem.
It is a leadership problem.

A light blue L-shaped bracket in the top-left corner.

Clean data and structured processes first.

AI only works if the foundation is solid

A light blue L-shaped bracket in the bottom-right corner.


Don't move media to your applications and services.

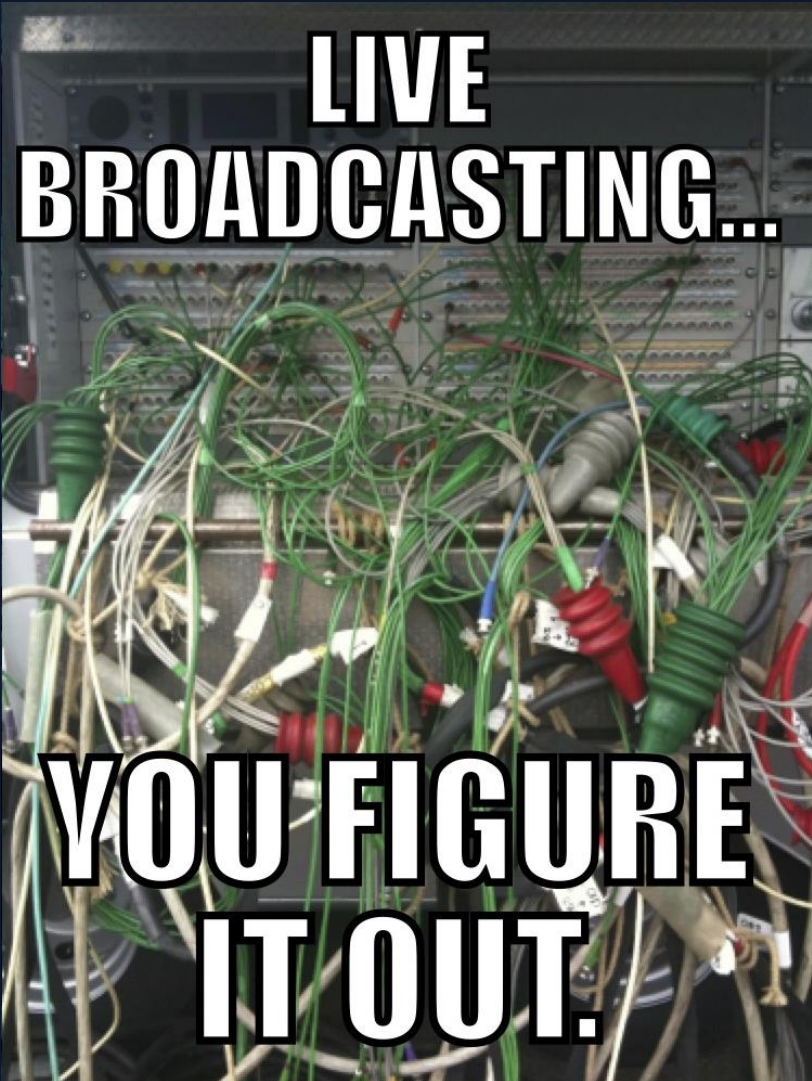
Let your them move to the media in the cloud.

A light blue L-shaped bracket in the top-left corner.

Don't rely on shared Exceles &
Wetransfer

Build tools that automate
and enforce governance.

A light blue L-shaped bracket in the bottom-right corner.



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