



# Multiply your revenues with hyper-personalized TV.

Every sports fan can now have their own  
personalized sports experience

- › Deliver hyper-personalized sporting experiences people will pay for again and again.
- › Charge new subscriptions, sell more ads, and engage your subscribers like never before.
- › Monetize your rights more than ever with previously unseen revenue opportunities.
- › Seamlessly embed an easy-to-deploy widget into existing content management systems



# SPORTS



## Provide every viewer with the sporting moments that matter with the Linus Sports FX Widget.

Sports teams, leagues and broadcasters are going to extreme lengths to enrich the fan's experience and ultimately drive deeper viewer engagement.

Yet never in the history of sports consumption, has a fan dictated the exact content they wish to stream, by setting their unique preferences and choosing their own, personalized content that is updated each time they log in to their own, personalized channel.

Linus brings fans closer to their favorite players, teams and leagues, through the power its Sports FX-Widget - a simple out-of-the-box user experience that can be embedded into any digital channel without the need to build third party integrations or disrupting any existing media workflows.

Fans can then re-live any available moment from the entire video catalogue and watch it instantly. It's all powered by Linus' Video Virtualization Engine™; the world's first and globally patented, data-driven video technology.





## What are the benefits?

Linius' world-first video virtualization technology and Sports FX-Widget is revolutionizing how sports teams, leagues, rights holders and broadcasters monetize their content.



### Engage and attract more viewers

Boost audience numbers and keep them coming back for more, with their own personalized TV channel. Place the fans in command of the action, and empower viewers to independently curate and watch their own highlights packages on-the-fly.



### Drive subscription revenue

Develop new subscription and revenue models. Research shows 96% of sports fans want personalized channels, and would pay a significant increase in subscription fees to have their own.\*



### Decrease churn

When it comes to watching sport, consumers are spoiled for choice. Keep people watching your content within their own personalized channel. 77% of sports fans said they would stay with their current broadcaster, if they were to offer personalized sports channels.\*



### Attain granular audience insights

Know who is watching exactly what and when. Match AI, behavioural and granular consumption data to achieve unparalleled audience analytics, segmentation, targeting and engagement.



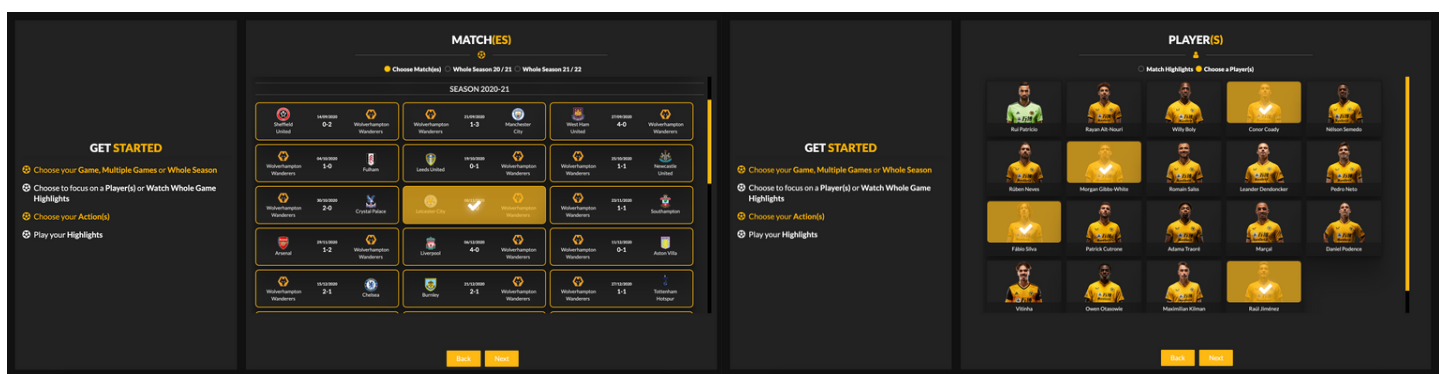
### Increase sponsorship and advertising

Offer broadcast sponsors and advertisers the ability to reach viewers by delivering hyper-targeted ad space leveraging granular audience insights, with personalized content and promotions.



### Seamlessly embed a widget into existing systems

The Sports FX-Widget provides digital rights holders with a fast, and easy-to-deploy widget that can be embedded seamlessly into your web content management system.



## Case Study 1

### Wolverhampton Wanderers F.C.

Following a successful trial, English Premier League (EPL) Club, Wolverhampton Wanderers, in conjunction Linus' Partner [Swanbay.TV](https://www.swanbay.tv) has launched their own Wolves branded 'highlights' solution to their entire fan base, utilizing the power of Linus' Video Virtualization Engine™.

The technology allows Wolves fans to create clips of any action combination, instantly view a players' assists from a match or an entire season and select one of 20+ events to watch, such as goals, corners, penalties, free-kicks or cards – selected by player, match or season.

Wolves have reported a material increase in viewer engagement since the product's launch, with Richard Pepper, their Head of Digital commenting that he's "never seen any other platform out there that offers this experience".

Create your own Wolves highlights at [www.wolves.plnt.tv/index](https://www.wolves.plnt.tv/index).

The Linus Sports FX Widget is a simple out-of-the-box HTML UI that can be embedded into any digital channel without the need to build third party integrations, providing fans with an experience similar to that of EPL Club, Wolverhampton Wanderers.

The widget is simply placed on any web-page, allowing fans to search for sporting moments from the archives/catalogue and watch them instantly. It is frictionless from both an economic and technology perspective and can be deployed within weeks.

Linus has partnered with AWS, Stats Perform and Slalom to deliver the Linus Sports FX-Widget.



Discover more about the Linus Sports FX-Widget [here](https://www.linus-sports.com/fx-widget).

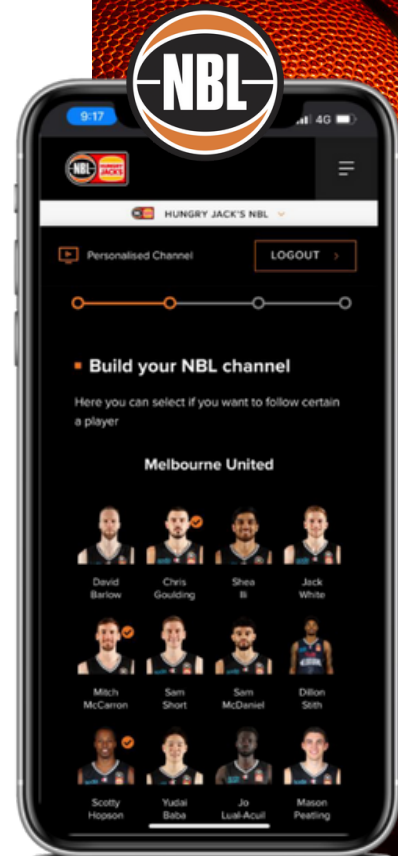
## Case Study 2

### The Australian Basketball League

The Australian Basketball League (NBL) has launched Linius' personalized channels for its fans, with just 6 simple steps:

- Step 1 – fans create their own channel at [nbl.com.au](http://nbl.com.au)
- Step 2 – they name their channel and select their favourite team, or any number of teams
- Step 3 – fans select the players they wish to follow
- Step 4 – they select their preferred actions, such as dunks, blocks, assists and/or steals/
- Step 5 – fans select the type of content they want such as full game replays, player highlights, interviews and or press conferences.
- Step 6 – the channel is instantly assembled and delivered back within seconds, and is continuously populated with refreshed NBL footage, according to their selections.

Create your own NBL personalized channel at [www.nbl.com.au](http://www.nbl.com.au)



## Case Study 3

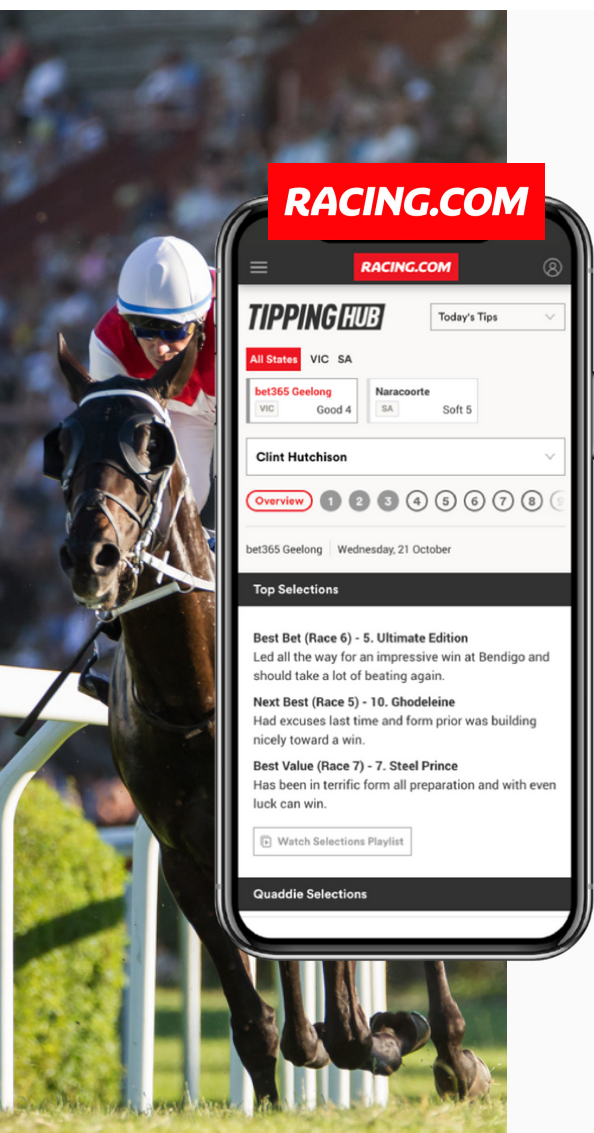
### Racing.com

Linus has built three virtualized video solutions for Racing.com. A **Replay Hub** enabling fans to create their own race replay playlists, a **Tipping Hub** enabling users to easily watch race replays of the horses selected by expert tipsters, and an Editorial Hub for Racing.com's content team to generate new branded videos on the fly.

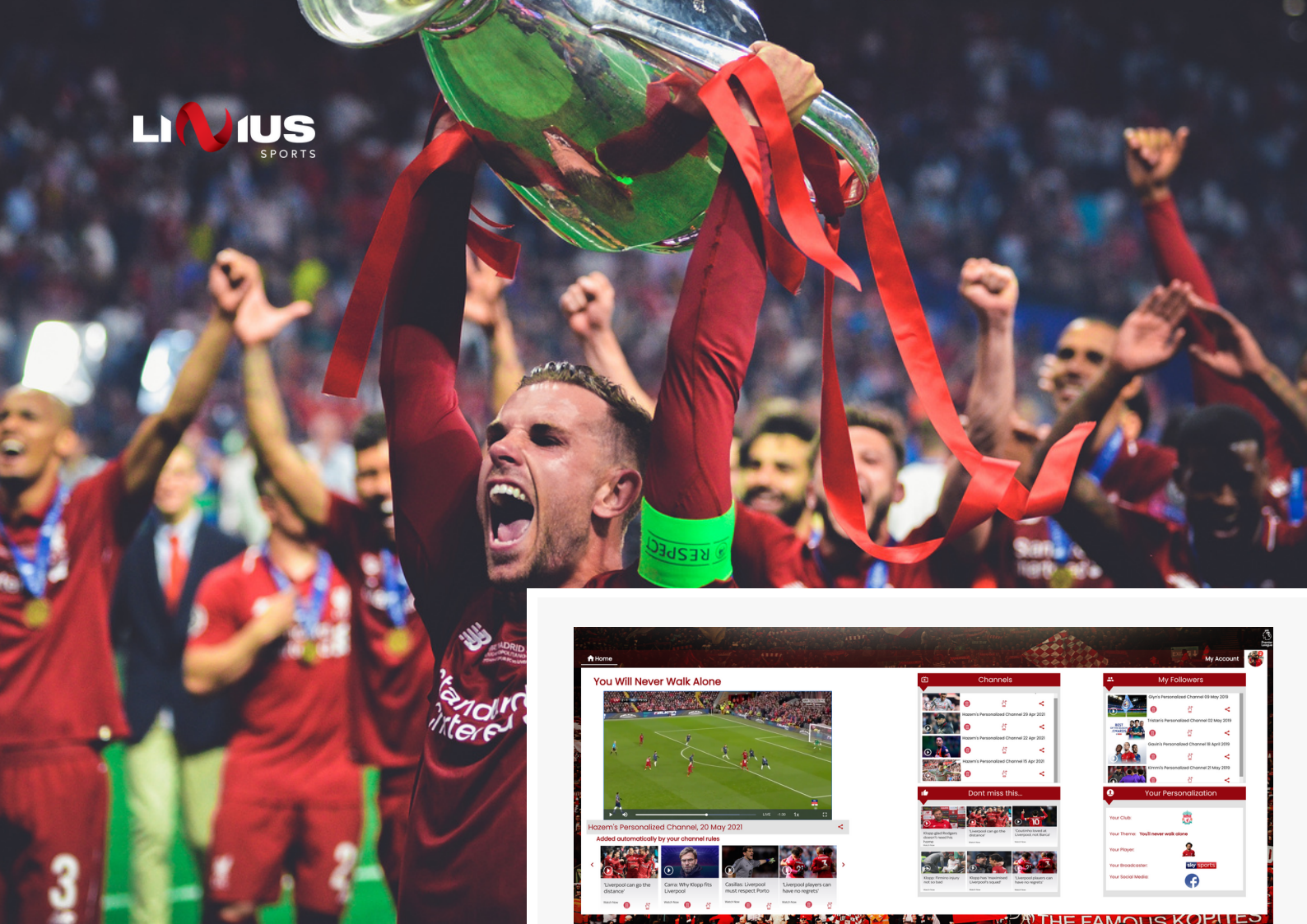
**AWS has published a case study** highlighting the benefits;

- Increases user engagement by 125%
- Doubles number of page views to 400,000
- Generates 50–100 new videos per day
- Enables media team to independently create and publish videos
- Automates event-driven architecture using serverless tools
- Lowers time to market with out-of-the-box managed services
- Provides low-latency, secure content delivery at scale

Visit [www.racing.com](http://www.racing.com) to trial both customer products.







Joe's personalized Sports Channel

## Use Case

**Meet Joe,**  
he's a subscriber and a Liverpool fan.

Hi. Here's what I want in my channel. I want the two most recent Liverpool games. Full matches, including half time commentary. Give me, say, 15 minutes of the last Manchester City game, with a focus on the goals, near misses, red or yellow cards. In fact, I'd like the same for Arsenal and Tottenham, and Chelsea too thanks. Now then; Manchester United: I don't really want to spend too much time watching our rivals... just give me the goals from their last match. Oh, but hang on, if they lost, let's see 20 minutes of highlights I'll enjoy that!

For the other EPL games, give me a couple of minutes on each match... goals, and key highlights. Any interviews with our manager I want, from any show. But I don't want to watch the whole program – I just want to hear what Jurgen Klopp has to say. And every time I tune in, give me 15 seconds of the crowd singing 'You'll Never Walk Alone' – the loudest bit from our last match.

Joe builds all of this himself, starting with the channel builder (available to all of your subscribers). He simply:

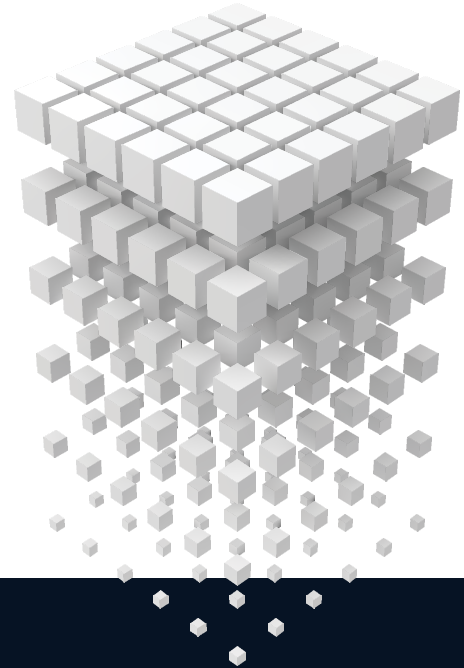
- Names his channel
- Uploads a profile picture
- Selects his football club
- Customizes the look with his chosen football theme
- Picks his favorite player
- Then chooses the specific video elements he wants to see  
Selects his broadcaster (automatically linking his preferences to existing subscriber information & viewing history)
- Syncs his account to his preferred social media platform  
Has his new home of football – the only place he now ever need to go.

[Watch Joe create his own channel here.](#)

## How does it work?

Linus has cracked the code that makes dynamic video search a reality for sports broadcasters, clubs and leagues across the globe.

Linus transforms traditional video files into actionable insights by exposing and virtualizing the data within the video file. That data can then be indexed, tagged, analyzed and leveraged by applying AI or programmatically inserting business rules.



### Step 1: Unlock your data

Transform traditional, static video files into flexible blocks of data.



### Step 2: Create a virtual file

Index data to create a light-weight virtual video file – a fraction of one percent of the original file size.



### Step 3: Enrich the data

Apply AI, third-party data or other intelligent business rules to make any video element instantly searchable.



### Step 4: Select and sequence clips

Dynamically search, select and sequence relevant clips based on interests and business rules.



### Step 5: Deliver hyper-personalized video

Share completely custom video content, that's reassembled at the point of playback.

Our Sports partners, data providers and key integrations include:

swanbay.tv

STATS  
PERFORM

genius sports

brightcove

aws

slalom

- > [Linius.com/sports](https://linius.com/sports)
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- > [LinkedIn.com/company/Linius](https://LinkedIn.com/company/Linius)
- > [Twitter.com/linius\\_tech](https://Twitter.com/linius_tech)