



# Monetization, Fan Engagement & Analytics

2024



# Monetization, Fan Engagement & Analytics



# Multi-screen OTT Solution

Create, Distribute and Monetize, Sports  
on Any Screen and any device

**95% of Pixellot content is behind a  
paywall**





# Own it!

Pixellot's end to end white label solution is dedicated to broadcasting sports to any device.

With an advanced customizable UX/UI, our OTT platform is a sure way to boost fan engagement and improve the ROI of our partners.

**Give your fans the ultimate viewing experience both live & on demand!**

# Launched 60 Different OTTs Platforms



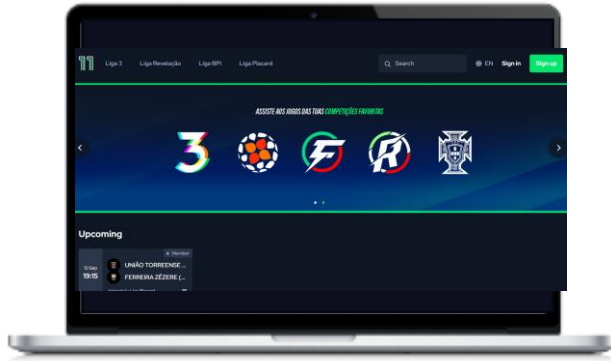
MLB



Supersport Schools



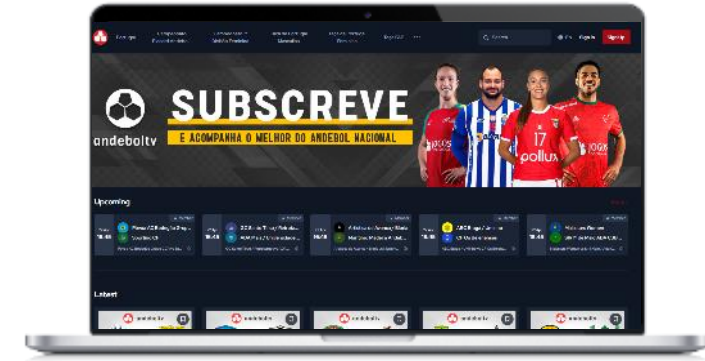
SIJHL.TV



Portugal Football Federation



Spanish ATM Media



Portugal Handball

# Custom-Branded OTT Platform



## Branded OTT

- Your Colors
- Your Logos
- Your Domain



## Watch Live & VOD

- All content is available live and VOD
- Carousel for upcoming events
- Scoreboard



## Web & Mobile

- Web
- iOS
- Android





Easily Manage  
Your Content



Advertisement,  
Subscription and  
Pay Per View



Share Through  
Social Networks

# Full-featured Backend

## Easily Manage Your Content

Tailored  
Navigation

Content  
Viewing  
Analysis

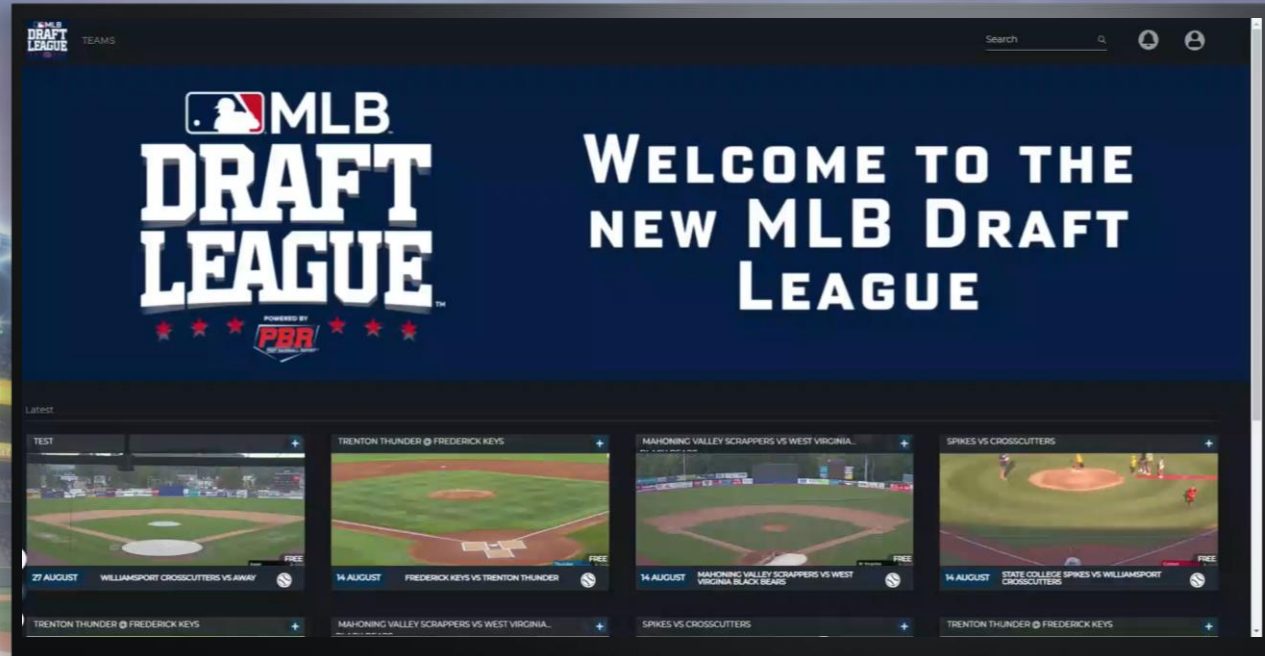
Automated  
scheduling

Tag Events  
for Easy  
Search

Multiple  
Viewing  
Categories

Admin  
Backend  
Panel

Add Non-  
Pixellot  
Content



# Advertising and Sponsorship

**01**

**Branded  
sponsorship**

**02**

**Micro-  
sponsorships**

**03**

**On Site  
Banners**

**04**

**On Video  
Banners and  
Logos**

**05**

**Ad Server  
Integration**

- Preroll
- Midroll



# Game Breakdown and Analytics



# Data and Video Analysis in Real-time and post-Match

In-depth team and player statistics and visualizations broken down for your team and scouting purposes

- Gain insights on team performance using video, statistics, and visualizations
- Play by play video filtered across one or multiple games



# Data and Video Breakdown

Detailed stats on each team and player including

- Cumulative stats across game, subset of games (home/away) or season
- Shot charts and heatmaps
- Customizable requests available in addition to the presets
- Easily share with coaches, players and scouts

| BIRMINGHAM CITY LFC @ MANCHESTER CITY (11-03-2019) |       |       |                     |
|----------------------------------------------------|-------|-------|---------------------|
| Manchester City                                    |       | Score | Birmingham City Lfc |
| 0                                                  | 1st   | 0     |                     |
| 2                                                  | 2nd   | 1     |                     |
| 0                                                  | OT    | 0     |                     |
| 2                                                  | TOTAL | 1     |                     |

| Manchester City |            | Shots | Birmingham City Lfc |
|-----------------|------------|-------|---------------------|
| 2-13            | G - Sh     | 1-8   |                     |
| 0               | Set Play G | 0     |                     |
| 15%             | Sh %       | 13%   |                     |
| 5               | SOG        | 5     |                     |
| 38%             | SOG %      | 63%   |                     |
| 6               | Sh 1st     | 6     |                     |
| 7               | Sh 2nd     | 2     |                     |
| 0               | Sh OT      | 0     |                     |
| 13              | TOTAL      | 8     |                     |
| 4               | Saves      | 3     |                     |

| Manchester City |          | Set Plays | Birmingham City Lfc |
|-----------------|----------|-----------|---------------------|
| 0               | G        | 0         |                     |
| 2               | CK 1st   | 3         |                     |
| 0               | CK 2nd   | 0         |                     |
| 0               | CK OT    | 0         |                     |
| 2               | CK TOTAL | 3         |                     |
| 0%              | CK %     | 0%        |                     |
| 9               | FK       | 14        |                     |
| 0%              | FK %     | 0%        |                     |
| 0               | PK       | 0         |                     |
| 0%              | PK %     | 0%        |                     |

| Manchester City |            | Possession | Birmingham City Lfc |
|-----------------|------------|------------|---------------------|
| 51%             | % Total    | 49%        |                     |
| 51%             | % 1st Half | 49%        |                     |
| 52%             | % 2nd Half | 48%        |                     |
| 00:42:39        | Total      | 00:40:37   |                     |

**Access for  
entire leagues  
& conference**

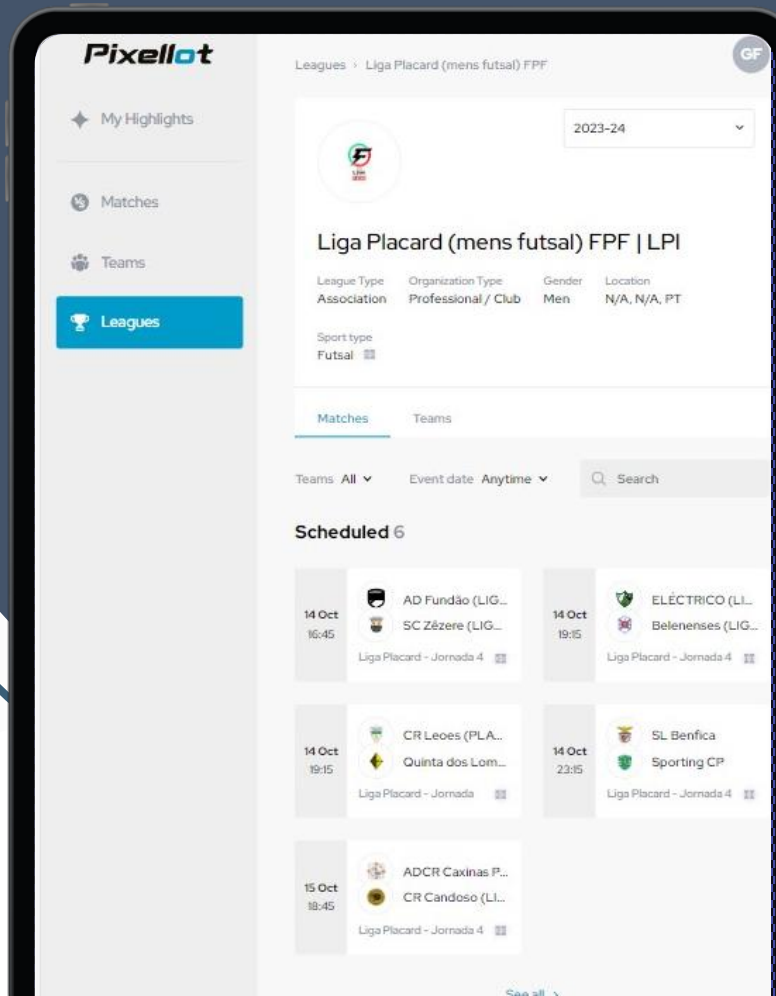
**Download  
MP4 files**

**Upload from any  
video source**

**Automate via  
Pixellot camera**

**Lock  
teams out**

**Send links to  
non users**

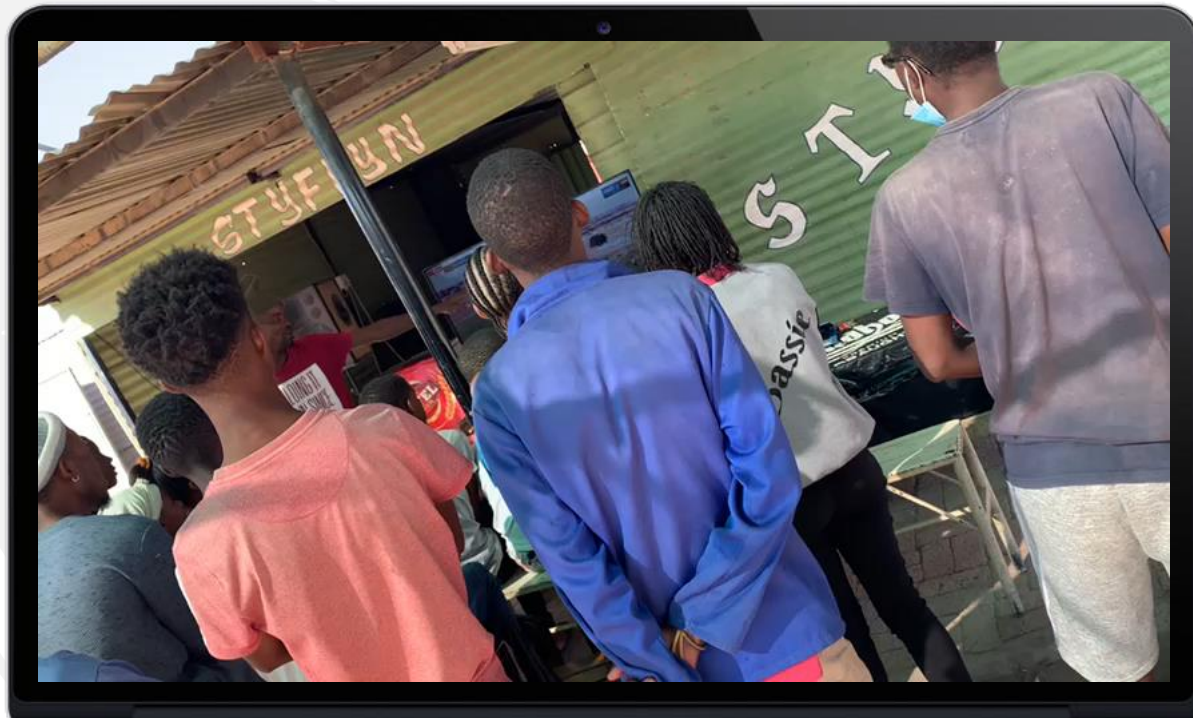


# Testimonials



# Why it Matters?

Live From Namibia



Pixellot



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