

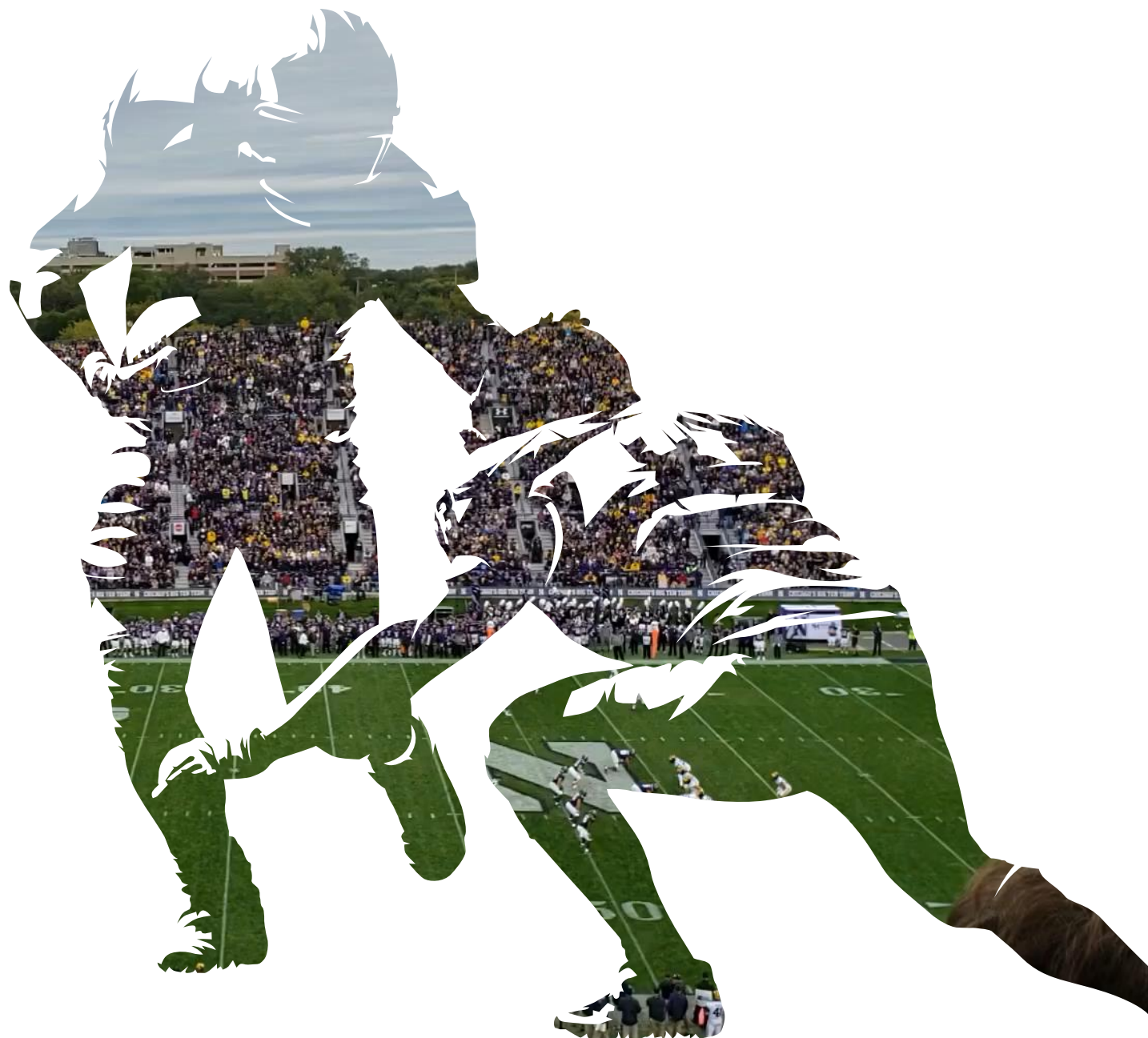
Pixellot

Case studies

2024



PIXELLOT CASE STUDIES



NFHS Network - USA

- Owns exclusive streaming rights for US High School Games
- Model: Pay Per Month \$12 or Season \$79
- Revenue share with both member schools and the state association.

Biggest Sports Market in the World

Before Pixellot

Games were produced manually by professional crews (playoffs) or volunteers.

Not stable & Not scalable



NFHS Network

With Pixellot

Average cost of production using Pixellot is a fraction of a traditional production

Over 15,000 Games per weekend

More
Subscriptions

+1M

Paid subscribers

More
Games

+1M

Games per season

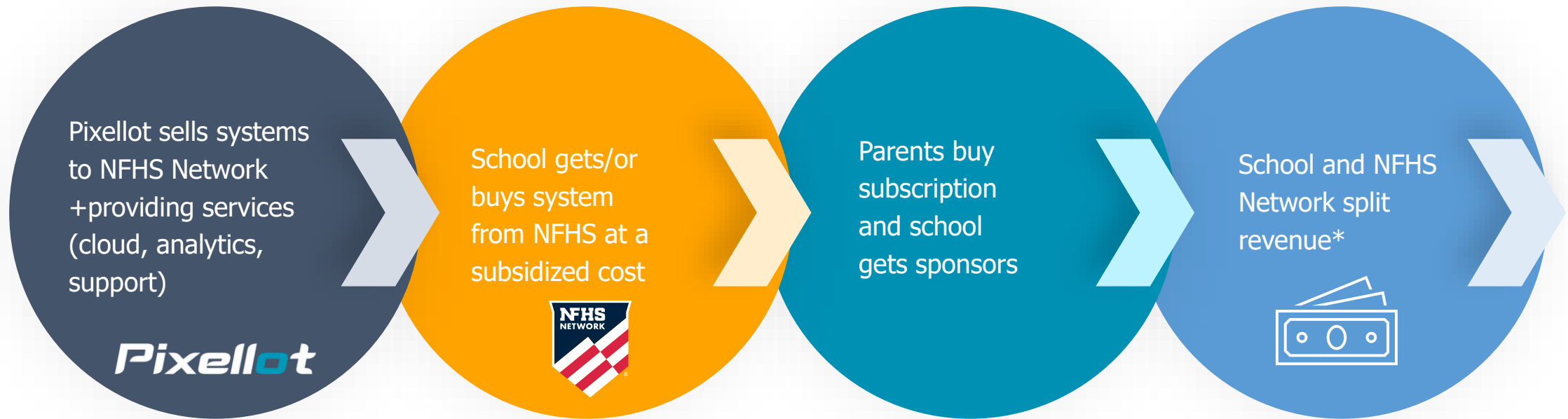
Schools With
Pixellot

+9,000

2 Cameras and above



Partnership Structure



*over \$25M already paid to schools

Serie A

Working with Stats Perform

- 20 Serie A clubs + additional clubs
- Working since 2020
- Feed Analysis and tagging in Real-Time (last 3 years)
- In 2022 installed Pixellot Prime. Today the tactical feed is augmenting the live Sky Italy TV Truck
- Teams are using Pixellot for additional games and training.

32

Fields/Venues

1,823

Games broadcast to
date

1,149

Games in 2022



LFP - France

Ligue 1 - Live Tactical & Panoramic Feed

- Full Tactical View of all games in Ligue 1
- Standardized panoramic view of every game for all teams and players
- Video feed-synching with STAT Perform Opta Tracking & Opta Event data
- Additional cameras purchased by Ligue 2 teams and now signed for entire league

26

Fields/Venues

580

Events in 2022
(games, Practices, cup
etc.)

Thousands of views on
clips on all social

4,000 views on Facebook

1,200 views on OTT





LIGUE1&2



SuperSport School - SA

- Supersport (owned by MultiChoice – A Pay TV operator in Africa) is the largest sports broadcast in Africa
- School Sports in South Africa is very important and part of the culture
- In April 2021 Supersport launched Supersport Schools a free ad-supported OTT service in South Africa

Pixellot is the technology enabler for the Supersport Schools program



Supersport School

With Pixellot :

- More than 650 schools already part of the program and on the digital platform(OTT)
- 24/7 TV Channel (started March 2023)
- Commercial partners include Adidas, AirLink, Bluu Car Rental, Cell C, Eneregade, FNB and Standard Bank

More
Subscriptions

550K

subscribers

More
Games

+75K

Games in
2023 (35K YTD)

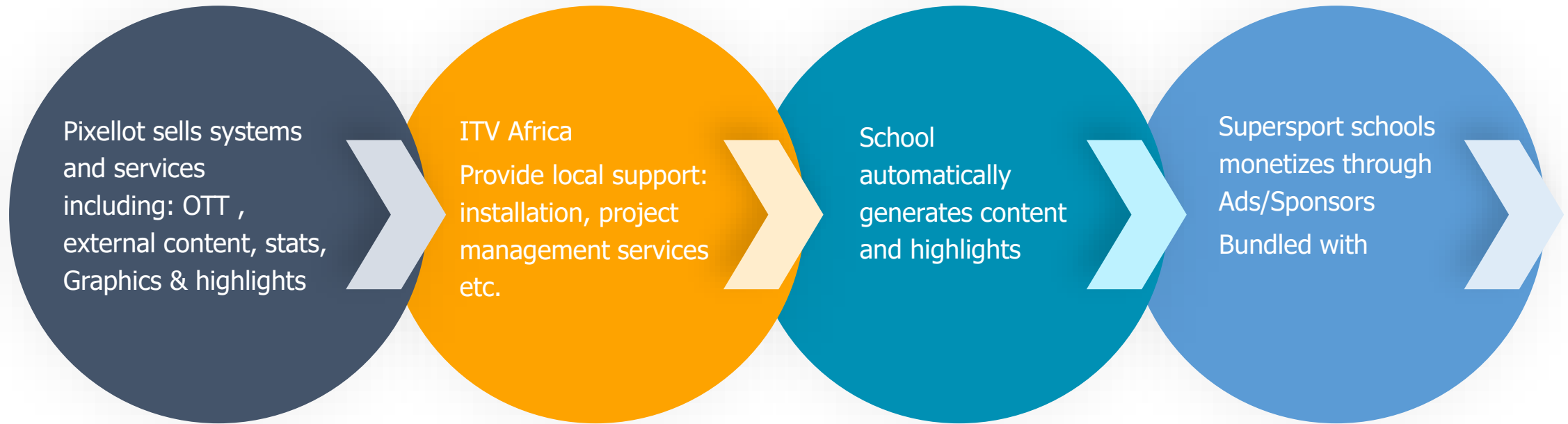
More
Followers

+450K

Followers on Social



Partnership Structure



Pixellot



Pixellot

SUPERSPORT SCHOOLS IN NUMBERS 2023 Q1



Key SuperSport Schools numbers and metrics for the period 1 Jan – 31 Mar 2023.

LIVE HOURS 11 352

TOTAL VIEWS + AUDIENCE 9 504 836

AVERAGE VIEWS 837

OWNED DIGITAL AUDIENCE 720 527

SOCIAL VIDEO VIEWS 17 041 684

BROADCAST



37 different school sporting codes produced and broadcast since inception.



400+ school sport festivals + events, **850+** schools + **8 500+** teams featured on SSS to date 31 Mar 2023.

VIEWS



2023 SuperSport Schools generated **26 546 520** cumulative video views to date – 1 Jan to 31 Mar 2023



New SuperSport Schools Channel 216 has generated a cumulative unique audience of **7,343,889** from launch 1 Mar to 31 Mar 2023

SOCIAL + DIGITAL



83 052
PAGE LIKES



15 614
FOLLOWERS



49 410
FOLLOWERS



80 314
SUBSCRIBERS



121 800
FOLLOWERS



375 337
REGISTERED USERS

Morawa Digital

Started with lower division ice hockey and today steaming ice hockey and football.

Signed with German and Austrian federations – Built paid platform



Built OTT
Season pass 89.90
PPV 6.9

deb-online.live

 [Wähle Deinen Bewerb](#) [Livestreams](#) [News](#) [Pricing](#) [FAQ](#)

Kommende Livestreams

					
EHC Straubing vs VER Selb	ERC Ingolstadt Panther vs ESV Kaufbeuren	ESV Grizzlys Bergkamen vs Soester EG	EKC Mannheim vs SG Hügelsheim/Balingen/Pfö	Starbulls Rosenheim vs EHC Nürnberg I	ETC Crimmitschau Altonaer SV
18.03.2023 10:30 Uhr Liga: BEV - U15 Bayernliga	18.03.2023 11:45 Uhr Liga: BEV - U13 Bayernliga	18.03.2023 10:30 Uhr Liga: NRW - U17 Landesliga	18.03.2023 13:30 Uhr Liga: EBW - U20	18.03.2023 16:30 Uhr Liga: BEV - U13 Bayernliga	18.03.2023 17:30 Uhr Liga: NEV - 1. Frauenliga Nord/Ost

[Übersicht aller Livestreams](#) [Zu den Ligen](#)



 [Wähle Deinen Bewerb](#) [Livestreams](#) [News](#) [Pricing](#) [FAQ](#)

PRICING

Wie kann ich DEB Live nutzen?

Die top-aktuellen Spielpläne, Liga- und Teamseiten können von allen Eishockeyfans frei genutzt werden. Wenn Du die Livestreams ansehen möchtest, gibt es zwei Varianten für Dich zur Auswahl:

Einzeltickets:

Mit **6,90 €** pro Spiel kannst Du nicht nur den Livestream, sondern auch das On-Demand-Video und die Highlight-Videos sehen.

Saison-Abo:

Hole dir das Saison-Abo um einmalige **89,90 €** und verfolge alle Nachwuchs-Spiele welche auf der Plattform übertragen werden. Das inkludiert nicht nur alle Livestreams, sondern auch alle On-Demand-Videos und Highlight-Videos.

[Download: Fahrplan](#)
Schritt-für-Schritt-Anleitung um nebenbei in die Selbstständigkeit zu starten

Austrian Football

Broadcasting the Third Division

- Working with Morawa Digital and Kronen Zeitung the biggest newspaper in Austria
- 48 clubs in three different regional leagues 16 clubs in each league.
- Launched in Q2-22 games are behind a paywall at fan.at.
- **After a successful run Pixellot is expanding to the 4th and 5th divisions (+150 fields)**

48

Fields/Venues

1554

Games broadcast to
date

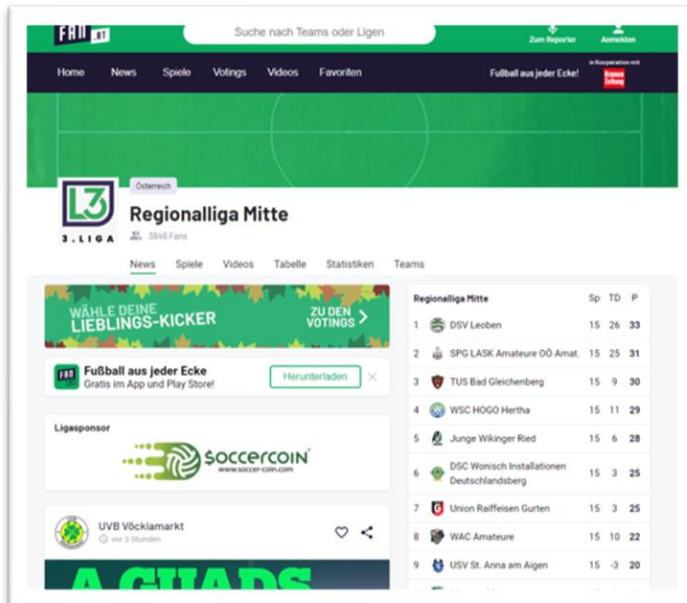
621

Games only in October
2022



Multi-layered business model including

- Paywall on fan.at
- Fans can follow teams for game recaps and highlights and get ads, option to buy tickets etc.
- Highlights are broadcast on Kronen Zeitung



Serbia Telecom

One of the Largest Telcos in East EU

Serving +11M subscribers and 1.5M
subs to pay TV Arena Sport
(local sports broadcaster)

Before

No consistent streaming of
secondary leagues.



Serbia Telecom

ST acquired rights for Men and women's leagues in soccer, basketball, volleyball, futsal and handball.

- Creating more value for subscribers and provide exclusive content at a fraction of the cost of manual production.
- Increasing ARPU and retention (3-5€ monthly sub)
- Utilizing network infrastructure for video content (5G and fixed)
- Catering to a new demographic of younger generation

Systems

+80

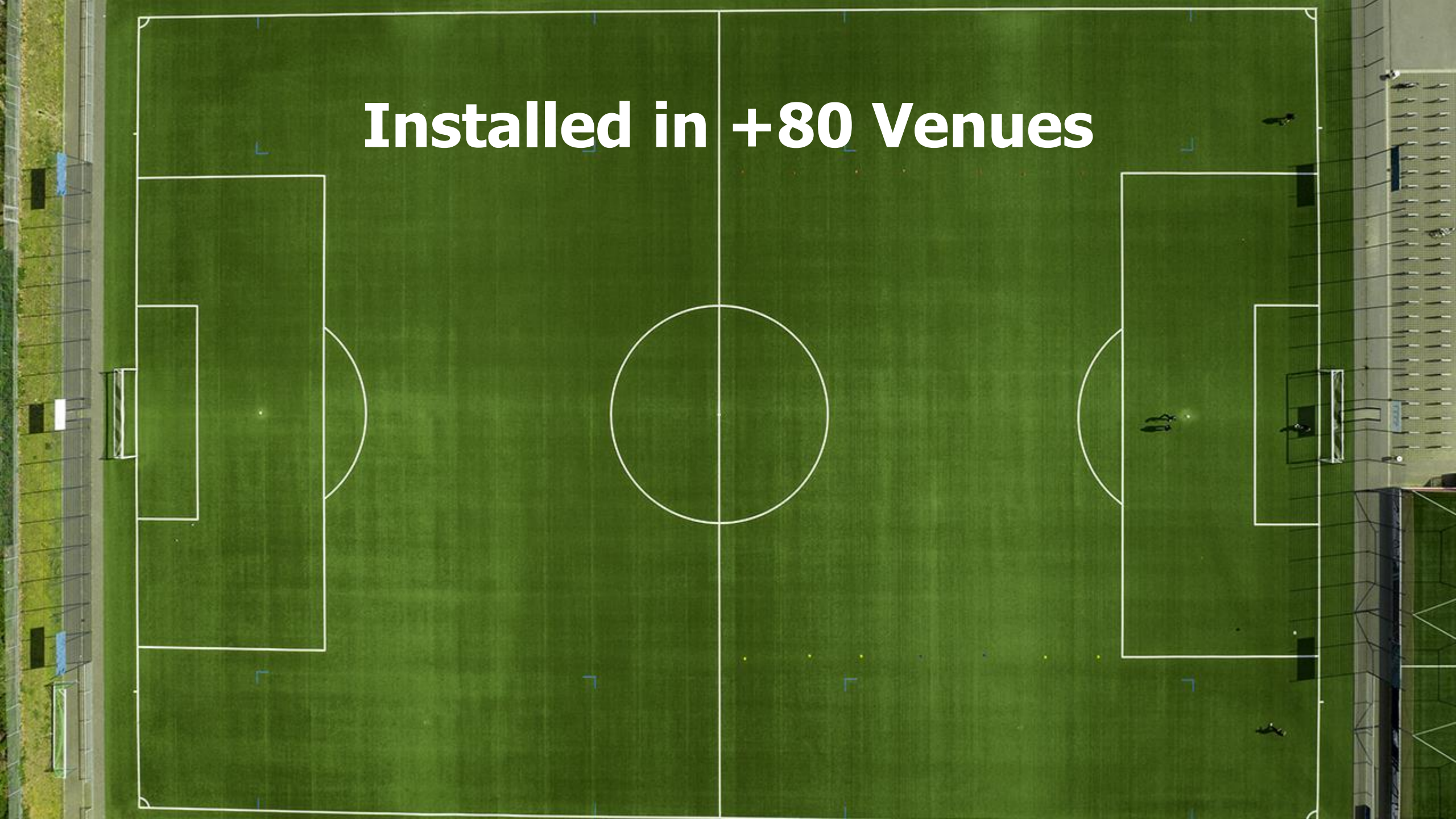
Around the country

Expanding to

Bosnia Telecom

+ Youth OTT (100 systems)



An aerial photograph of a green soccer field with white boundary lines, including the center circle, half-way line, and goal areas. The field is surrounded by a fence and some trees on the left, and a building with a parking lot on the right. A large white text overlay is centered in the upper half of the image.

Installed in +80 Venues

The Football Federation of Scotland

2nd league and 12 Clubs in 3rd and 4th leagues

- 2nd division covered by IMG Arena for betting
- OTT – Working with Stream AMG for 2nd division and Pixellot OTT for 12 clubs
- Camera costs + OTT for the 12 clubs covered after 3 months on average

Viewing Numbers (128 games)

25

Fields/Venues

42Min

Average Viewing time
per live game

870

Average views per game

+ 36,875

Unique Viewers



Multi-layered business model including

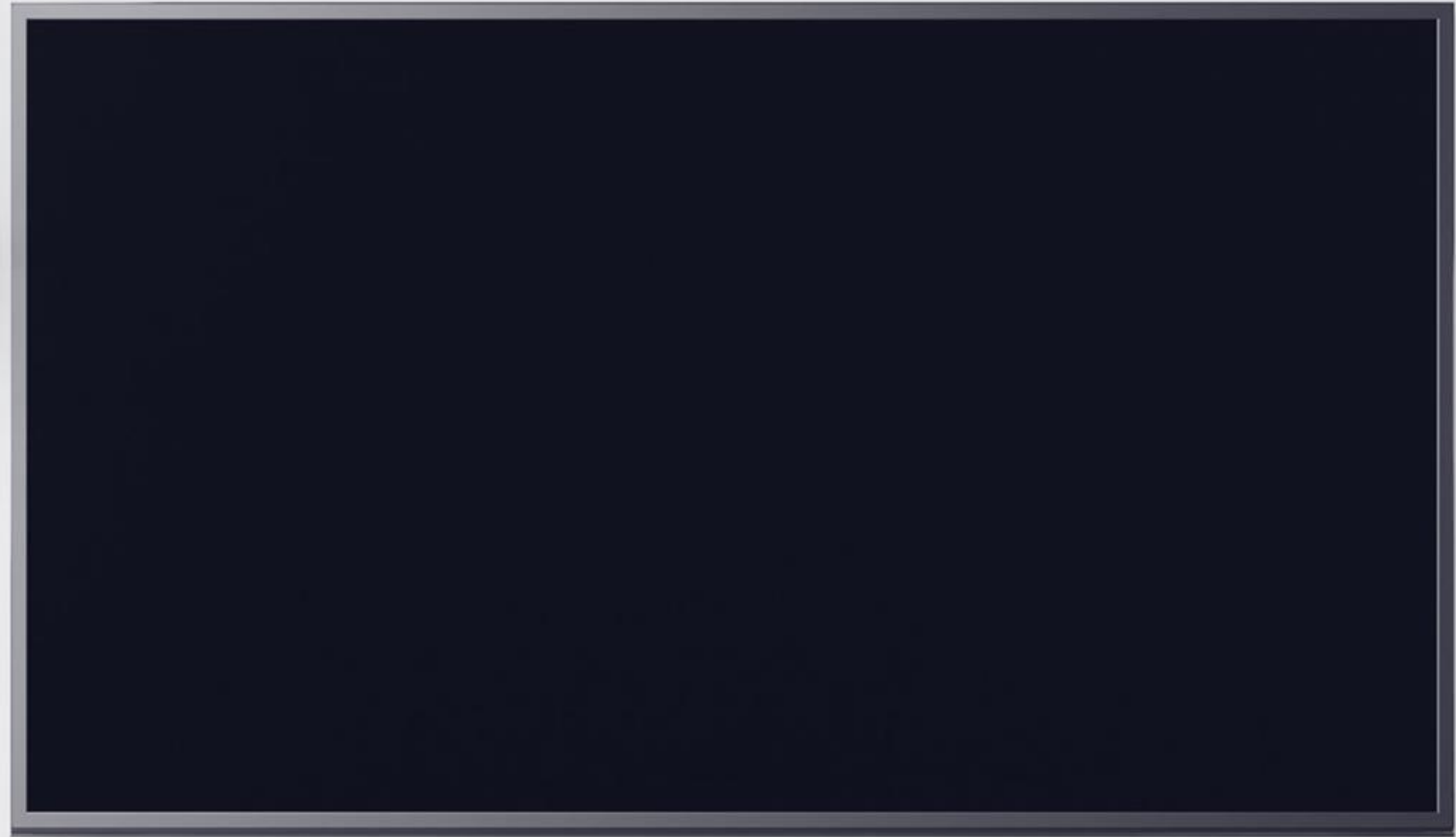
- Paywall at the club website
- Broadcasting every game (women, youth, community)
- Sponsorships



The Football Federation of Ireland

After two seasons
+1,600 games were
produced including youth
and reserve teams.

Demand for games
exceeded expectations
and some clubs
upgraded to multi-angle
manual production



The Football Federation of Ireland

2nd Men and 1st Women Leagues

Low latency feeds for betting

Men 2nd league is €79 per season - Women 1st league
Free to view

No previous broadcast of women's league

Broadcasting and using the Tactical feed for analysis



26

Fields/Venues

+1,600

Games for media and
Tactical use.

+900

Games for media
broadcasted on the FAI
OTT

+700

Games Tactical View
for analysts

MLB Leagues – USA

Two leagues that were never fully covered with live video

- Draft league - summer college league
mainly for recruiting
480 Games per season
- Appalachian league – Historic league
recently joined MLB
580 Games per season

Less than 10% were broadcast



MLB Leagues – USA

- Automatic production for all the games in the two leagues
- OTT app for streaming all games and highlights to fans and recruiters
- Local advertising and recruiting based, moving to pay model for some of the games starting next season
- Expanding Pixellot's services to Latin American (development leagues)

More
games

+1,000

Every Season

Long
Sessions

+15MIN

Average Viewing time
per live game

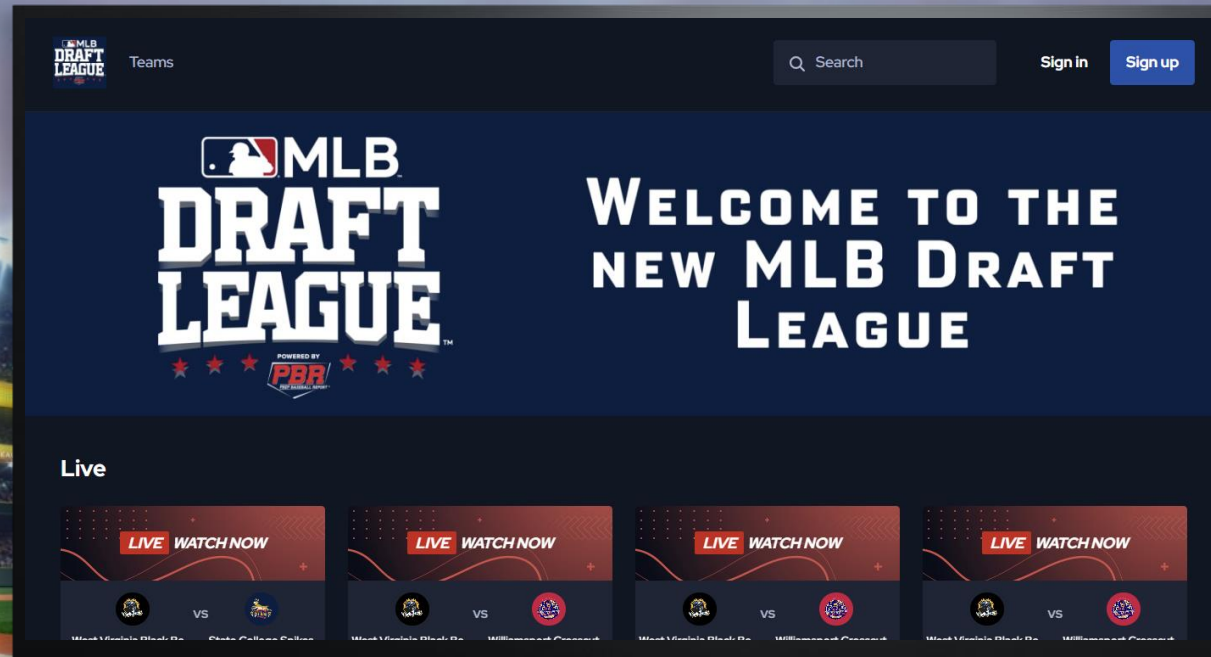
More Live
Viewers

450

Average unique
viewers per games



Full-featured OTT Application (Mobile /Web)



Hockey Tech = Sport Publisher

140 Rinks across North America +67 in 2022

Pixellot and HockeyTV's partnership spans from professional (American Hockey League) down to grassroots (Hockey Tech Community Network) and has a strong growth trajectory in 2021.

Subscription

\$29.99 (All Access)

45

Minutes Average
Viewing time

+1,200

Subs to community
network

+150

New Ice Rinks expected
this year



Scottish Football

Pixellot

- Automatic production for 2nd men and 12 Clubs in 3rd and 4th leagues
 - 25 systems
 - Low latency feeds for betting
 - Support hybrid production models (multi cam)
 - E2E service and support
- Full branded OTT platform:
 - Web / mobile apps
 - Streaming and VOD
 - Multiple biz model support: season pass / pay per game / ads / Sponsorships
- Coaching / analytical tools



Viewing Numbers (128 games)

Average Viewing
time per live game
42 Minutes

Average Views per Game
870

Overall Reach
36,875
unique Viewers

All behind a paywall

Biz Models Enabled

- Pixellot systems and services for 2nd division covered by IMG Arena
- OTT / streaming – Working with Stream AMG for 2nd division and Pixellot OTT for the rest
- Subscription / PPV / ads
- Coaching tools – additional fees
- Other productions services: Additional fees

Partnership Structure – IBBA



USA Hockey Network

USA Hockey's New Streaming Platform: USA Hockey TV

- Launched in April 2023
- Chipotle-USA Hockey National Championship, the largest annual hockey event
- Boys and Girls Tier 1 and Tier 2 teams, ages 14 to 19
- Specifically launched OTT for the USA Hockey National Championships



USA Hockey

- The majority of the seven hundred games of the tournament were filmed and broadcast by Pixellot, with the more prestigious games manually produced with multi-camera production
- Pixellot's AI-automated camera systems installed in two weeks across the country in 8 states, 17 facilities and 44 pads of ice.
- Utilized Pixellot's VAS overlay technology for real-time scoring, watermarks, and player stats
- Integrated with Gamesheet to display scoring and player stats data on the event page



448

Games streamed

6

Day tournament

14

Days from signature to go
live

Jet Media Case Study

New Jersey-based Production company

Working in local colleges, regional sports networks, local cable, and OTT platforms

COVID-19 extended their service offerings to a complete end-to-end streaming solution for tournament productions.

They recognized the need for parents to access their children's AAU basketball games.

Partnered with Pixellot to install systems and build an OTT solution to host over 150 games per week.

Season pass

\$40

Daily pass

\$6

4

Season in a year



Jet Media Case Study

After 4 Weeks Of Games

After the first two weekends of introducing the new service more than 4,000 subscribers joined the service.

85 views on average per game

18 minutes average play time

# of games produced	Number of subscriptions	Total views*	OTT Revenue*
864	5,616	73,258	\$95,235

*Additional 650 Season passes were sold as part of the monthly fee



BARÇA Collaboration

Working with Pixellot since 2017

Barcelona worked with Pixellot to perfect the Video Coaching Solution

Pixellot was invited to become part of the Barcelona Innovation Hub – The world's most advanced sports innovation center

Releasing together the Pixellot Air in 2021



16

Fields/Venues

+6,000

Hours of Tactical View
production

+25,000

Live games & trainings
produced to date

+130

Terabytes Of video
every year

Hungarian Football Association

To modernize and future-proof Football

- The Hungarian Football Federation has decided on a complete overhaul of the sport and march it into the 21st century.
- The federation started a bid to find the best technology company to partner with as a digital transformation strategy.
- Pixellot's solution was the most robust, future proof and comprehensive out of the offerings.
- After considering all the options in the market, the federation chose Pixellot.



Hungarian Football Association

To modernize and future-proof Football

As part of an initial roll out phase, 56 Air systems, including VidSwap Pixellot's analytics platform, were delivered to 28 club academies.

Gradually and incrementally all club academies will be covered in future phases.



28
Club academies

56
Systems

+5,000
Players

Chilean Football Federation Case Study

Helping Chile develop the next golden generation of footballers

- The Chilean golden generation which includes Alexis Sanches, Arturo Vidal and Claudio Bravo to name just a few, is approaching retirement.
- The ANFP- Chile's national football association began a search for technology to support the development of the Chilean soccer clubs and most importantly the national team.
- The organization was impressed by the capabilities of Pixellot's solutions and how it was adopted by the likes of FC Barcelona.



Chilean Football Federation Case Study

44 systems from youth to the national team

- The ANFP has invested \$100,000 in Pixellot Solutions to anchor the project dubbed “Chile’s golden regeneration”.
- 40 systems were delivered to 20 top academies. 4 systems were delivered to the national team across all ages.



\$100,000 (US) invested

44 systems

Over 3,000 players



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