DIGITAL ENGINEERING: IMPLEMENTED A D2C OFFERING TO CREATE AN EXTRA SOURCE OF REVENUE FOR THE CLIENT

THE CLIENT

The client owns exclusive rights to air sporting events, the games of 42 professional sports teams such as Major League Baseball (MLB), National Basketball Association (NBA), and National Hockey League (NHL)

THE CHALLENGE

To strategize, design, and deliver a digital product (Sports Streaming Application) that provides video streaming service and other sports content to sports fans in USA.

THE SOLUTION

We successfully launched the client's major flagship product feature – Direct-to-Consumer offering. The D2C offering is seeing an upward trend in customer sign-ups each day, bringing in another source of revenue for the client. The platforms involved are:

- Web
- Mobile (iOS, Android)
- Smart TV (Android TV)
- CED/CTV (Apple TV, Fire TV, Roku, Xbox)