



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India

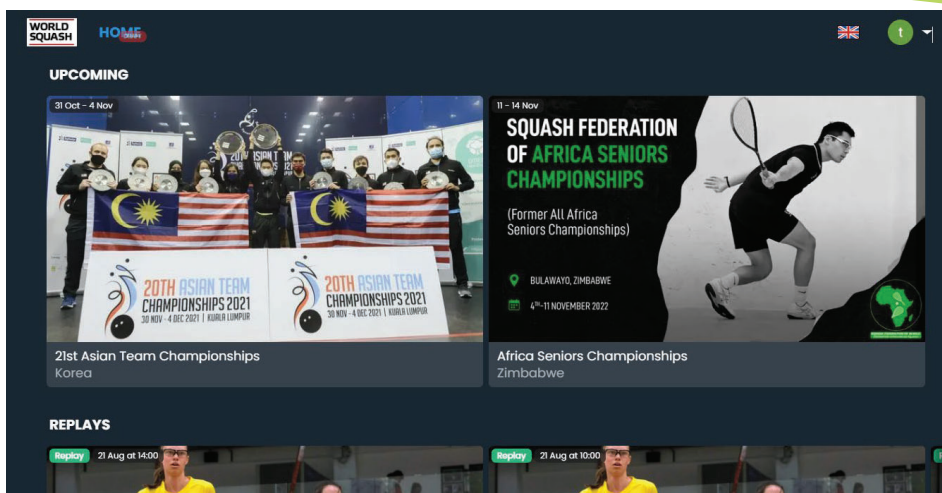


Subject: WSF's OTT platform

- ◆ Summary: This session will explain the fundamentals of an OTT platform and what it can do to transform the reach and exposure of the sport



WORLD SQUASH TV IS BORN !



THE WORLWIDE
DIGITAL VIDEO PLATFORM
OF SQUASH

LAUNCH
OCT 20th 2022

WHY AN OTT PLATFORM ?

- ◆ YOUNG SPORTS FANS WATCH MORE SPORTS ON DIGITAL THAN ON TV
- ◆ GUARANTEE OF GLOBAL STREAMING

**MORE QUALITY
MORE FANS
MORE VALUE**



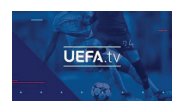
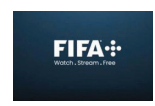
- ◆ BIGGEST INTERNAL FEDERATIONS HAVE THEIR OTT PLATFORMS

BUILD YOUR OWN MEDIA

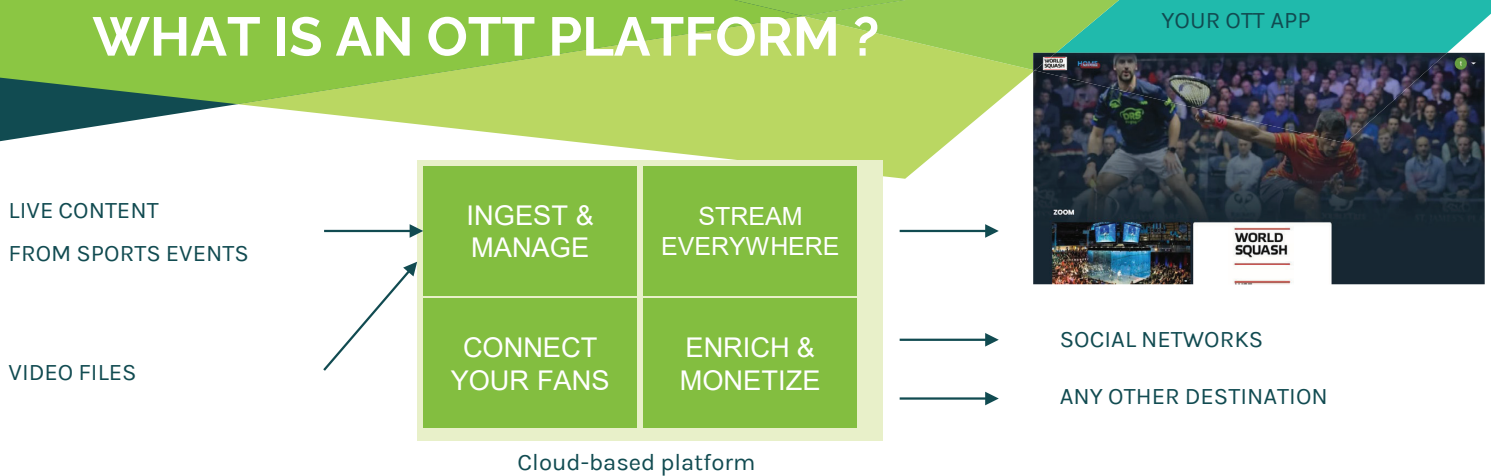
**ENRICH – UNIFY – MAGNIFY
YOUR VIDEO CONTENT**

**MAXIMIZE YOUR AUDIENCE
ACROSS THE WORLD**

**INCREASE THE VALUE & VISIBILITY
FOR YOUR SPONSORS**



WHAT IS AN OTT PLATFORM ?



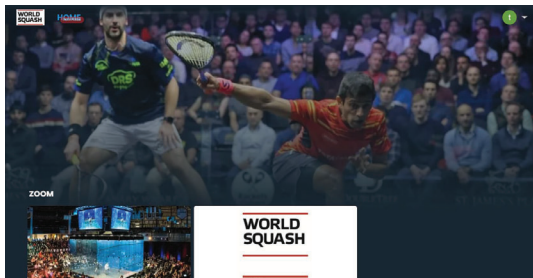
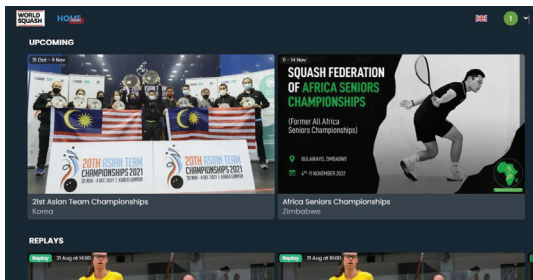
◆ An OTT PLATFORM IS A CLOUD-BASED TOOL

- to manage Your DIGITAL video content : Ingest, enrichment, monetization, streaming
- to manage your FANBASE : registration, data, statistics, rewards
- to launch and operate YOUR OTT VIDEO APPLICATION for your fans : WORLDSQUASH.TV
- to animate your social networks with near live video content
- to manage any kind of video destinations : TV Channels, other digital platforms

WORLDSQUASH.TV

**WORLD
SQUASH**

WSF



A FEDERAL PROJECT :

- TO GATHER AND UNIFY THE FEDERAL SQUASH
EVENTS ON ONE PLATFORM

ALL INTERNATIONAL FEDERAL EVENTS

NATIONAL FEDERAL EVENTS

VIDEO CONTENT FROM PARTNERS

AND MORE

- TO SERVE THE GLOBAL SQUASH FANBASE
- TO HELP ALL CONTINENTAL AND NATIONAL
FEDERATIONS, MULTISPORT EVENTS TO INCREASE THE
REACH OF THEIR EVENTS

THE PARTNERSHIP #1

WORLD
SQUASH

WSF

- ◆ SPORTALL AND WSF HAVE PARTNERED TO BUILD AND OPERATE WORLDSQUASH.TV

CORE SERVICES :

- PERMANENT EDITION OF WORLDSQUASH.TV APPLICATION
- PROGRAMMATION AND PROMOTION OF ALL EVENTS ON THE APP AND SOCIAL NETWORKS
- SETTINGS OF DESTINATIONS, GEOBLOCKING, LANGUAGES,...
(WORLDSQUASH TV APP + LOCAL BROADCASTER + OLYMPIC CHANNEL + ...)
- LIVE PRODUCTION SUPPORT TO ORGANISERS SENDING THEIR STREAMS
- PERMANENT AVAILABILITY OF WORLDSQUASH.TV WORLDWIDE



THE PARTNERSHIP #2

WORLD
SQUASH

WSF

- ◆ SPORTALL AND WSF PROPOSE ADDITIONAL SERVICES TO AFFILIATES:

ADDITIONAL SERVICES :

- DIGITAL LIVE PRODUCTION FOR MINIMUM COST (SPORTALL PROCASERS NETWORK)
- NEAR LIVE CLIPPING TO ANIMATE YOUR SOCIAL NETWORKS
- ADD AND MANAGE ADDITIONAL LIVE DESTINATIONS ON THE FLY
- VIDEO CUTTING PER GAME / CONTENT DELIVERY ON YOUR SERVERS



THE PARTNERSHIP #3

- ◆ THIS IS YOUR PLATFORM !

- ➔ ALL AFFILIATES CAN USE THE PLATFORM AND CREATE ITS OWN « PAGE » !

- ➔ SPORTALL AND WSF WILL HELP YOUR CONTENT / COMMUNITY MANAGERS TO USE THE PLATFORM
 - TO PUSH YOUR VIDEO CONTENT ON WORLDSQUASH.TV
 - TO EDIT YOUR OWN PAGE ON THE APP
 - TO CLIP YOUR BEST MOMENTS, TO PUSH POSTS ON YOUR SOCIAL NETWORK
 - TO USE VIDEO FILES FOR PERFORMANCE ANALYSIS
 - TO GET PROFILED STATISTICS OF YOUR EVENT



THE SPORTALL RIGHTS HOLDERS

WORLD
SQUASH

WSF



SPORTALL WORKS FOR MORE THAN 60 SPORTS RIGHTS HOLDERS
PROVIDING PLATFORM, WHITE LABEL APPS AND SERVICES ACROSS THE WORLD

THE ROAD TO THE FUTURE OF DIGITAL PLATFORM



NFT



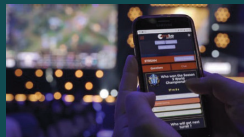
MULTI-FEED EVENTS



FANZONE TV



GAMIFICATION



VIRTUAL STADIUM



ARE FUTURE FEATURES PLANNED FOR WORLDSQUASH.TV IN 2023



Thank You

