



Sports Streaming

Turn sports fans into loyal viewers

Industry executives are confident that sports streaming will completely replace traditional TV for live sports within the next 5 to 10 years.

*Consumer resistance to subscription fatigue is increasing. Audiences prefer free, ad-supported sports streaming options, suggesting a potential **"sports streaming bubble"**.*

With little personalization and a heavy and manual editorial approach, the UX of sports fans today is cumbersome and suboptimal.

“

59% of consumers can't discover live sports streaming because the homepage is hard to maintain.

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Looper Insights Study

Industry Expectations for Live Sports Streaming Don't Match Consumers'

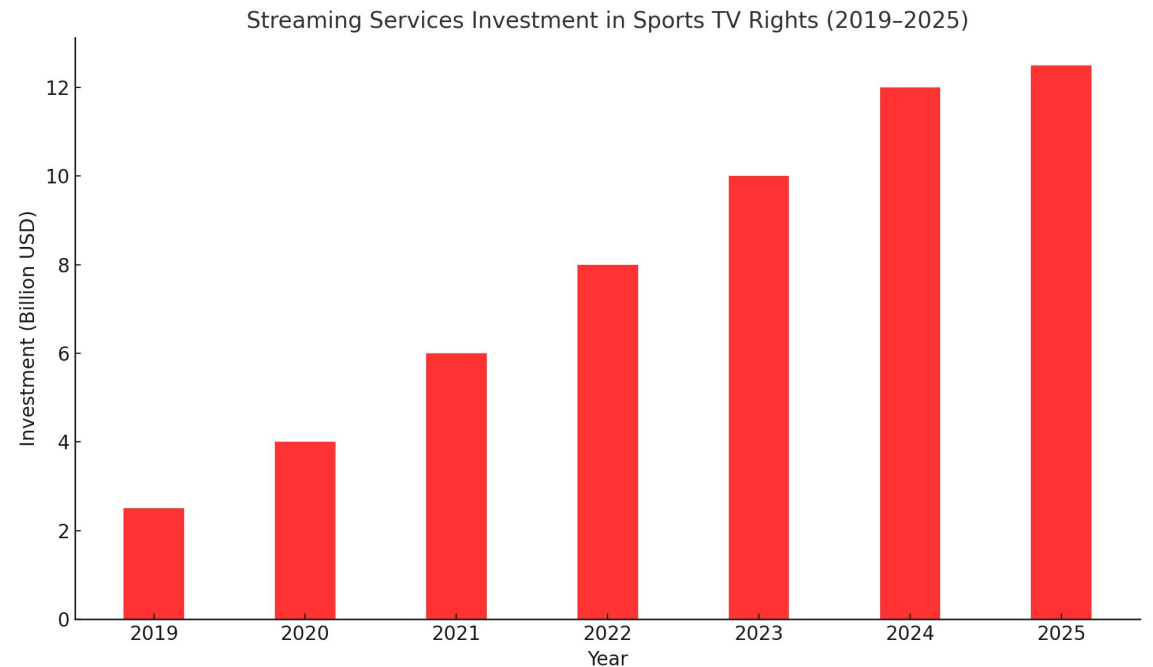
Sports content is growing

Sports is one of the strongest drivers of live appointment watching

Unlike on-demand content, live sports still command simultaneous **viewership at scale**, making them exceptionally valuable to platforms.

For years, streaming platforms have poured billions into acquiring sports rights and, while fans remain fiercely loyal to their team colors, their viewing habits have become increasingly **fragmented across multiple media brands**.

In 2025, sports streaming is shifting from bold expansion to strategic consolidation and monetization, focusing on **maximizing the value of existing portfolios** through improved viewer experiences.



And sports fans expected more

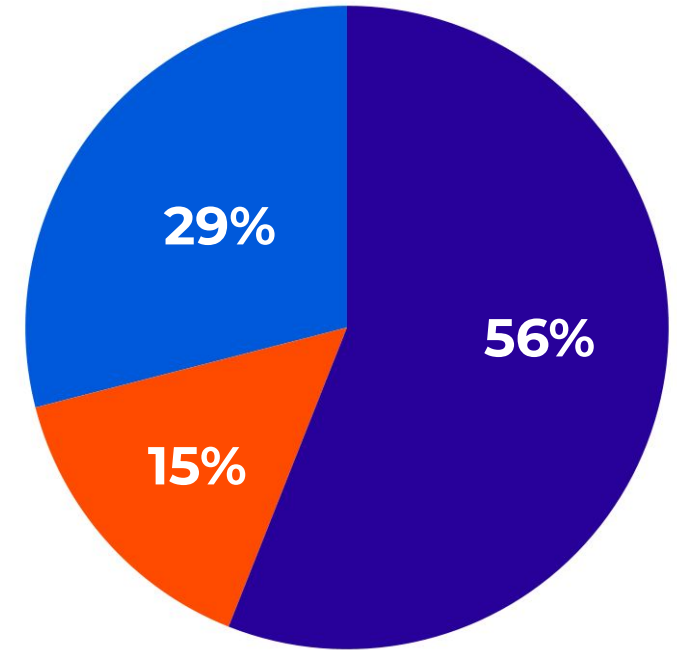
As rights disperse across platforms, viewers face difficult choices

Most sports fans won't pay for multiple subscriptions, with many preferring **free, ad-supported** options. The rise of FAST channels has conditioned fans to expect quality sports content without subscription fees, creating monetization challenges for platforms.

Yet, **fragmentation** makes it hard to follow favorite teams or competitions across disconnected services. Fans who once relied on a single provider now need to track which platform carries the **teams, leagues and events they follow**.

Disjointed user experience makes sports feel harder to access, not easier. The promise of "**sports anywhere, anytime**" is undermined by complex interfaces and the cognitive load of remembering where to find content.

- I prefer free, ad-supported sports streaming
- I'd rather pay for ad-free sports streaming
- I'm fine with either as long as I get the games I want



Data adapted from Looper Insights research

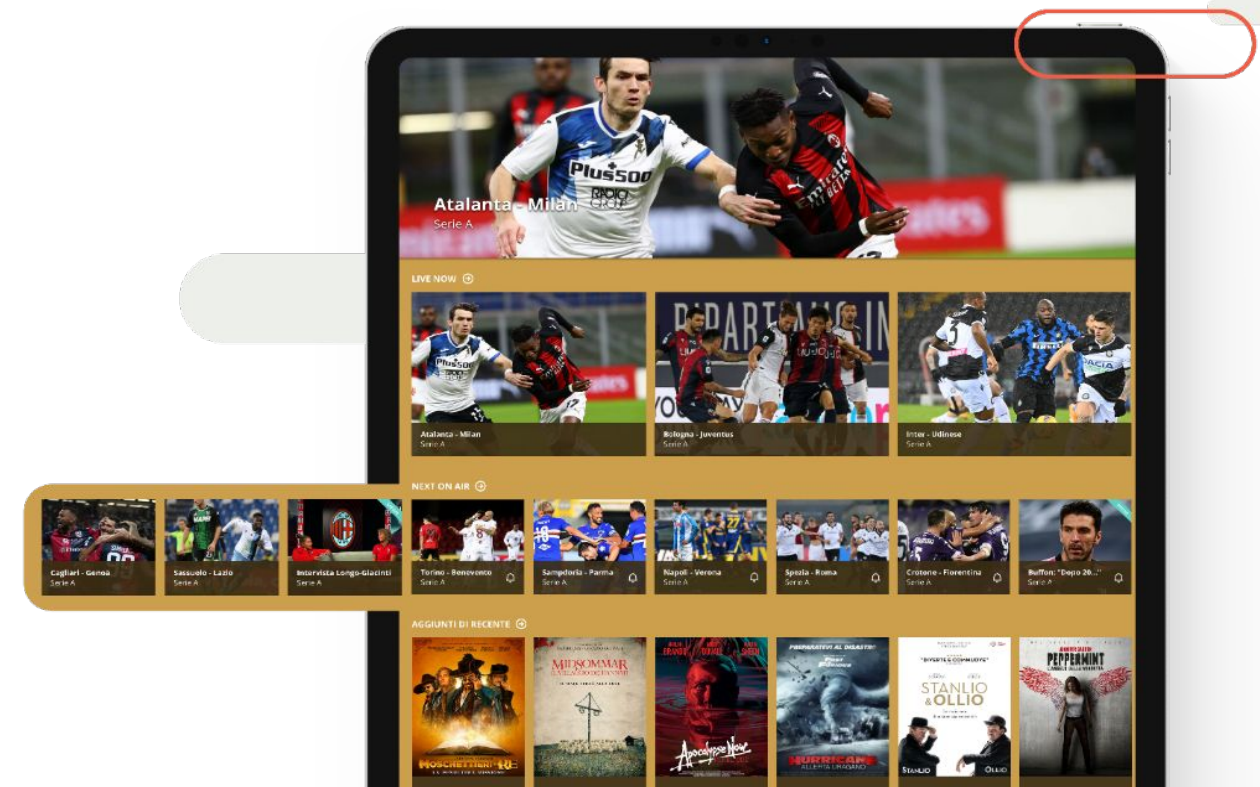
Can you deliver the ultimate sports experience?

When sports content is scattered, loyalty suffers and churn increases

Fans who struggle to locate and enjoy their favorite content quickly become frustrated and seek alternatives, creating **retention challenges** despite significant rights investments.

59% of fans say they **can't find live games** because the homepage is hard to navigate. This stat reveals a critical gap between content availability and accessibility, due to unnecessary UX barriers.

Discovery is not just for live and on-demand events, but also for **highlights**, **rivalries**, and **unforgettable moments**. The sports viewing experience extends far beyond full matches to include condensed highlights, iconic plays, historic rivalries, and legendary performances that fans want to **relive** and **share**.



Turn sports fans into loyal viewers

Delight fans before, during, and after events
with sports UX personalization

The icon for Live Events Management features a large, stylized 'LIVE' text in a light purple color. To the left of the text is a small purple circle, and above and below the text are horizontal purple bars.

**Live Events
Management**

The icon for Main Event Prioritization is a light purple star with a circular outline, set against a background of a repeating geometric pattern.

**Main Event
Prioritization**

The icon for Fan Viewing Preferences is a light purple thumbs-up gesture, set against a background of a repeating geometric pattern.

**Fan Viewing
Preferences**

Live Events Management

Real-time UI, real-time relevance



Automate the homepage layout as events unfold. Spotlight what is live and trending, and surface related content as highlights, interviews, and replays, in real-time.

ContentWise transforms static sports interfaces into adaptive experiences that responds instantly to unfolding narratives, creating personalized journeys for each fan instead of relying on pre-scheduled content blocks.

When key moments occur, ContentWise restructures each user's homepage to highlight what matters most. This orchestration balances editorial strategy priorities with algorithmically-predicted viewer preferences, connecting viewers immediately with relevant content.

Main Event Prioritization

Hit each fan with the right content at the right moment

Content that feels generic won't keep fans engaged for long. This "**paradox of choice**" leads to frustration and abandonment rather than engagement.

With ContentWise editors can define flexible **business rules** to rank and prioritize events based on importance, context, or audience preferences. Tailor the experience by sport, team, and favorite athlete.

Manage vast sports libraries while ensuring each fan sees the **most relevant events first**, regardless of how many games are happening simultaneously.

The system **learns** from viewer interactions, recognizing how preferences evolve throughout the season.



Fan Viewing Preferences

Hyper-targeted personal interest, not generic sports audiences



Personalization without the preferences layer becomes surface-level and fails to **build loyalty**. When content feels generic, fans tune out. With personalized discovery and recommendations, you achieve real **connection** to fans' passions.

ContentWise's **viewer profiling technology** goes beyond basic demographic segmentation to develop comprehensive sports fan profiles.

This sophisticated profiling journey captures the **multi-dimensional aspects of sports fandom**—from team allegiances and athlete followings to viewing patterns and content format preferences—as it **evolves over time**, creating a nuanced understanding of each viewer's unique relationship with sports.

4 Personalization Use Cases

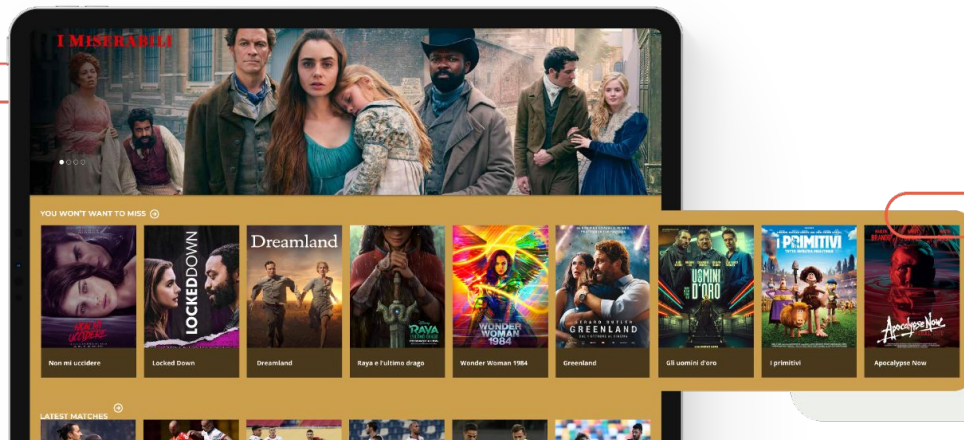
1. Sports Dynamic Homepage
2. Personalized Upcoming Events
3. Post-Events End-Cards
4. Global Sports Search

1. Sports Dynamic Homepage

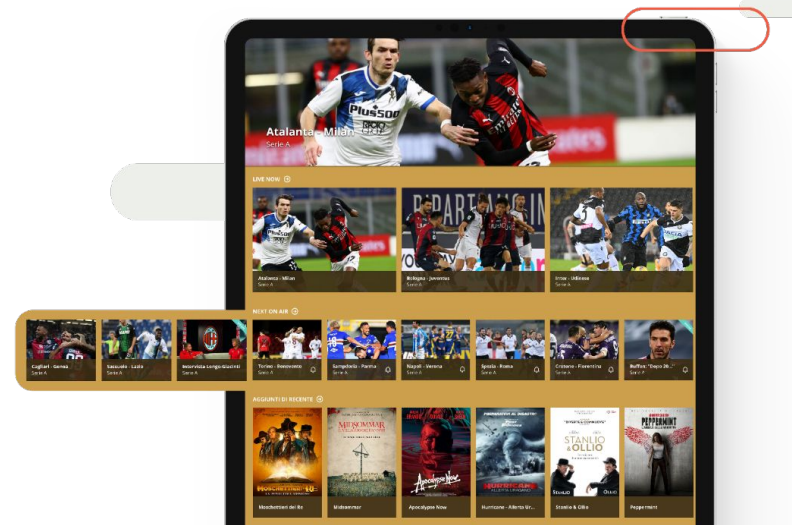
Automatic scheduling of UX configurations based on the day

MON	TUE	WED	THU	FRI	SAT	SUN
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WEEKDAY HOMEPAGE



WEEKEND HOMEPAGE



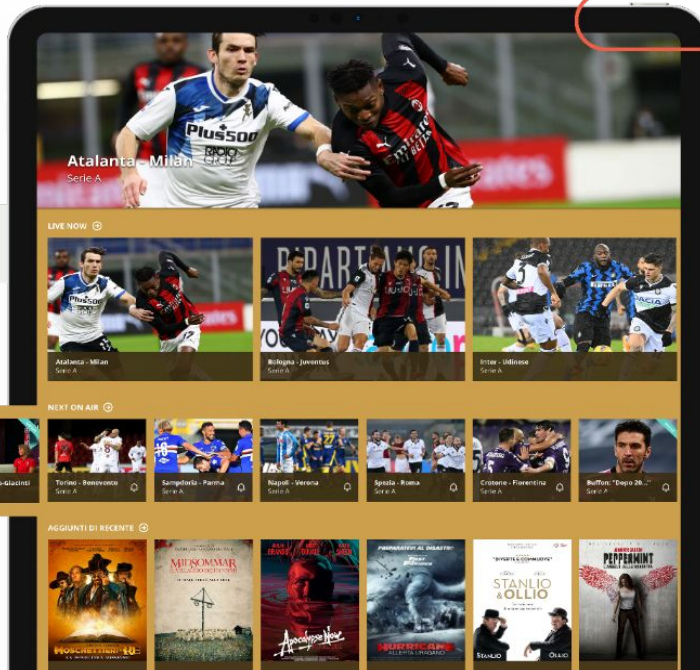
1. Sports Dynamic Homepage

An experience for each user based on preferences & consumption

HOMEPAGE FOR ALEX



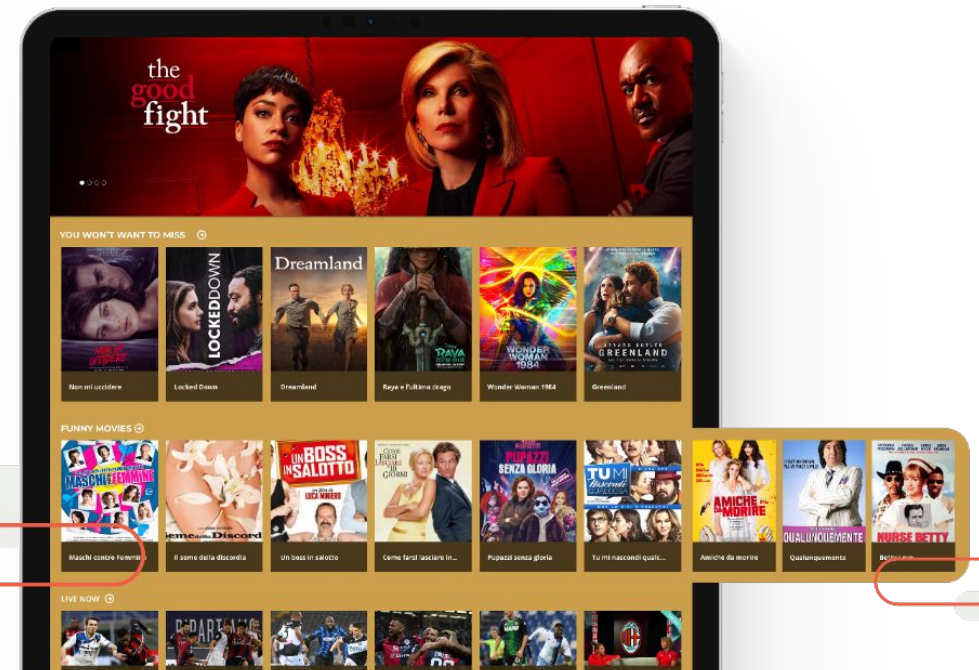
Sport Fan



HOMEPAGE FOR MARK

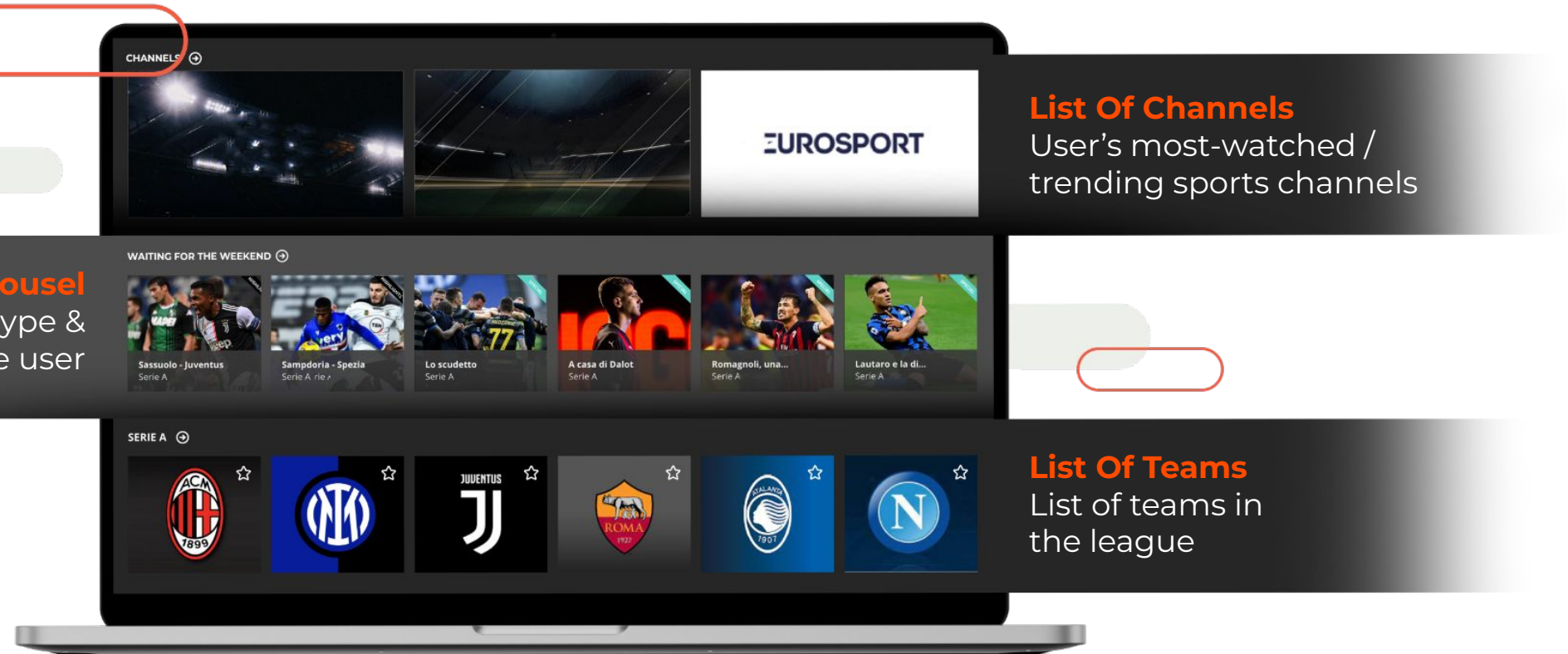


Movie Enthusiast



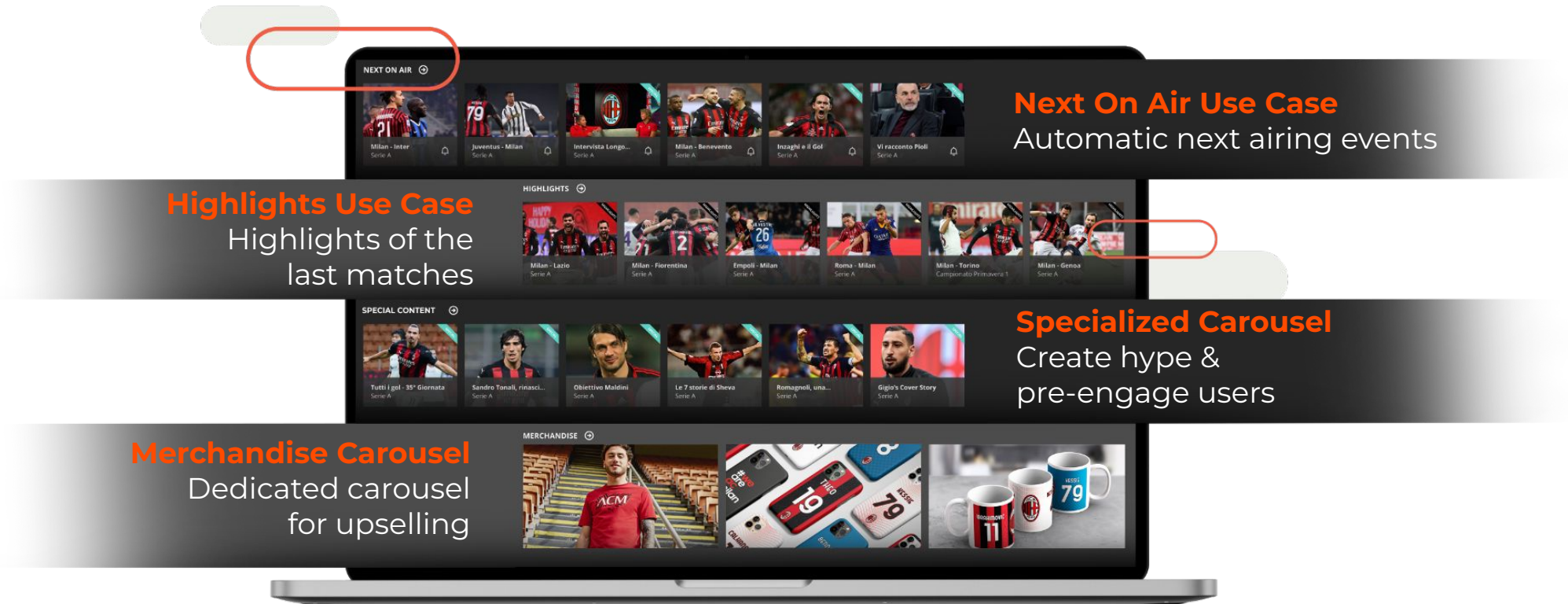
1. Sports Dynamic Homepage

A personalized dedicated sports page



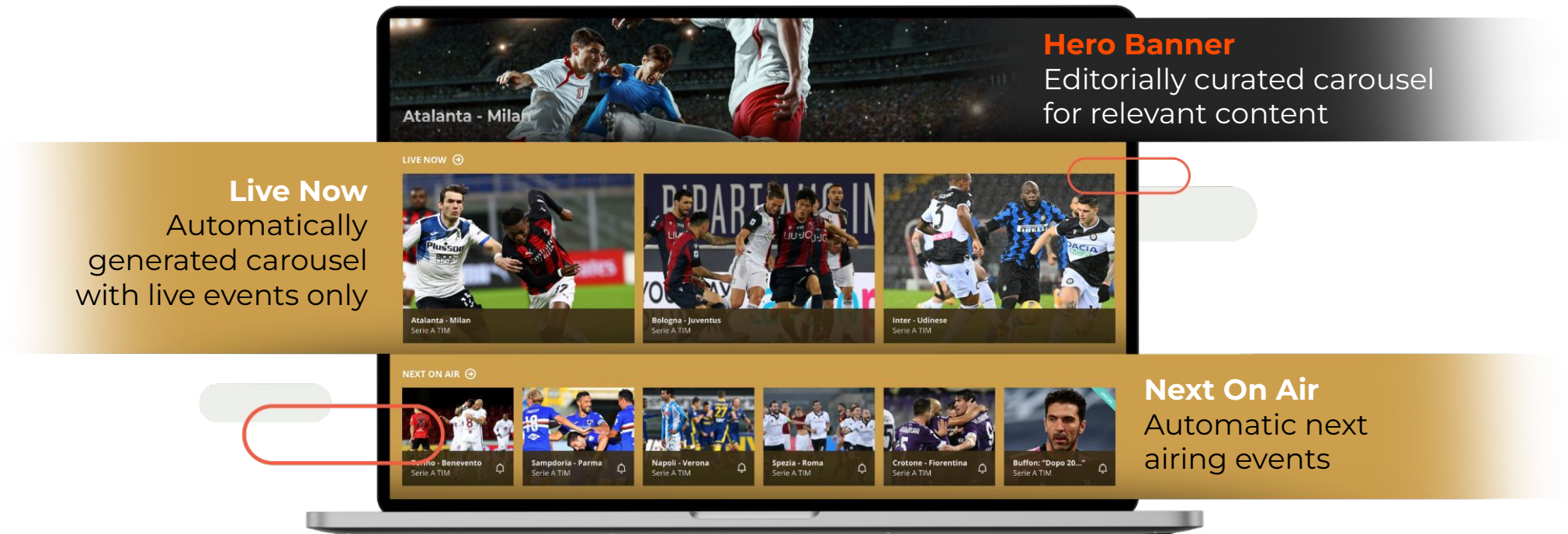
1. Sports Dynamic Homepage

One single layout for favorite teams or leagues



2. Personalized Upcoming Events

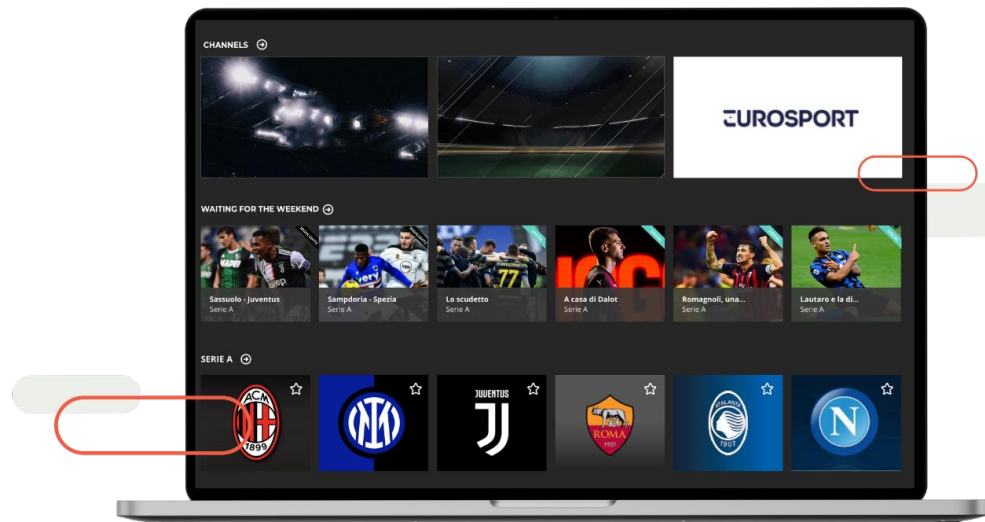
Dynamic and automatic page layouts for live events



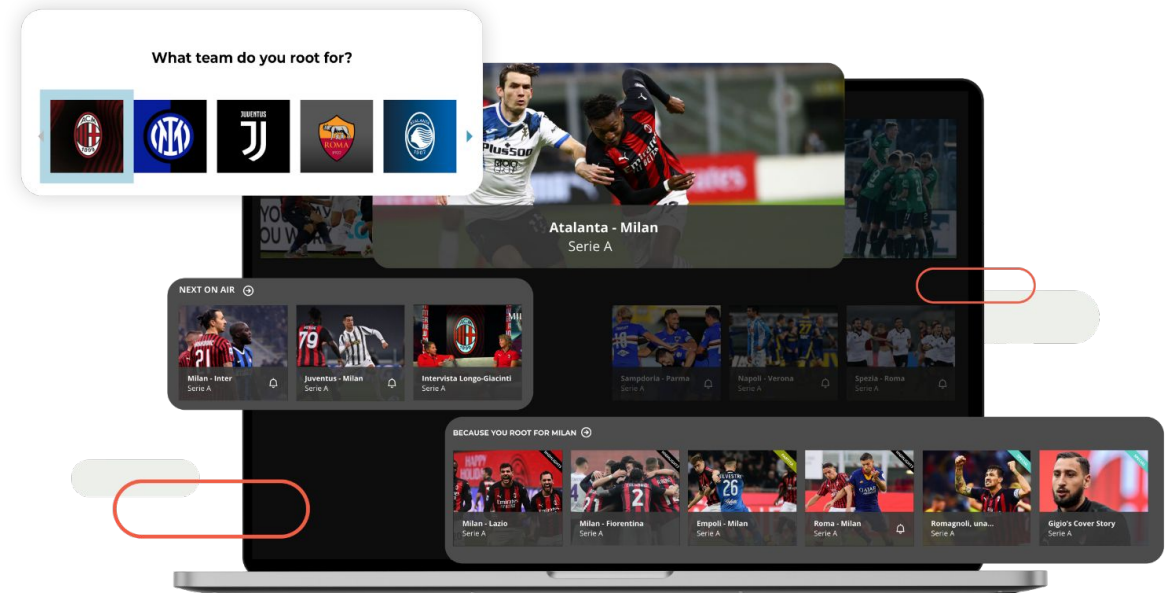
2. Personalized Upcoming Events

Events programming based on implicit & explicit preferences

 **ANONYMOUS FAN SPORTS PAGE**



 **AC MILAN FAN SPORT PAGE**



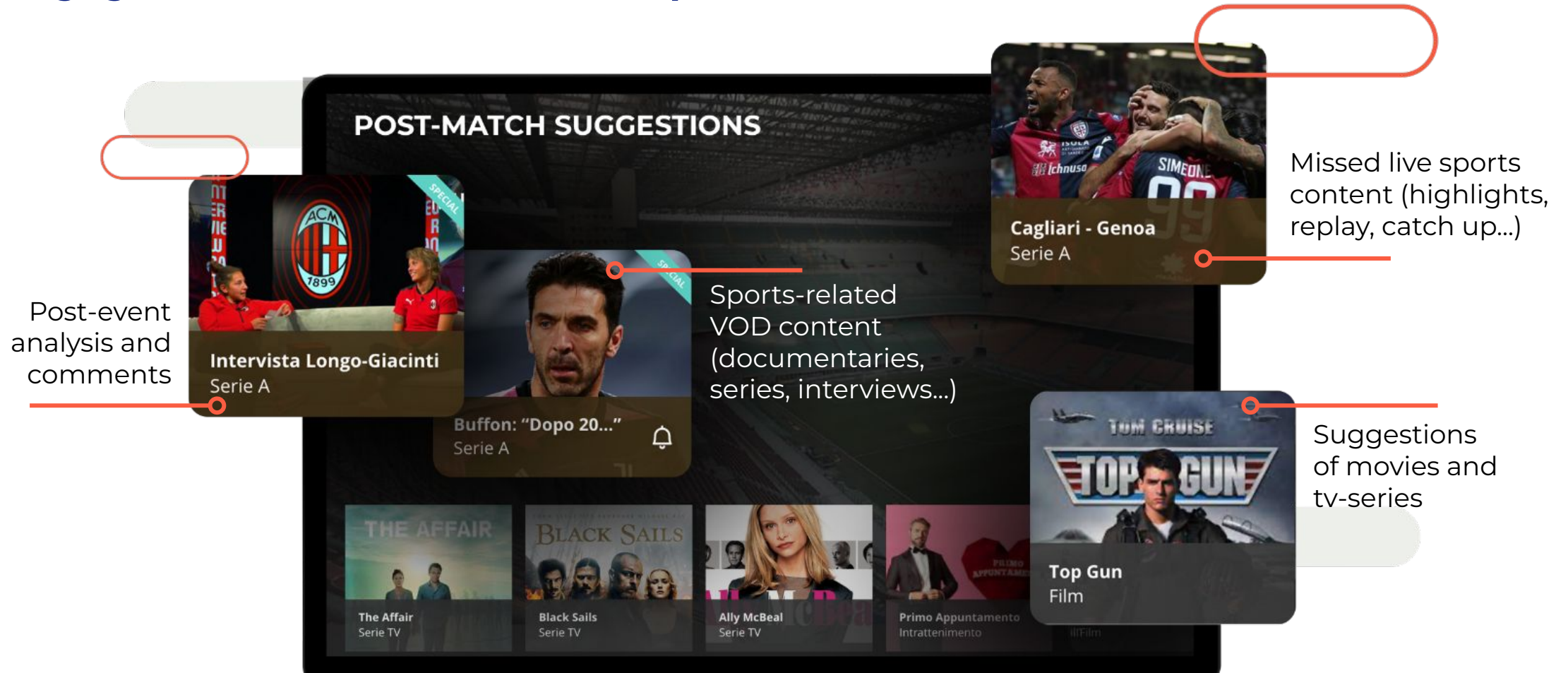
2. Personalized Upcoming Events

Engage users before a big match with personalized notifications



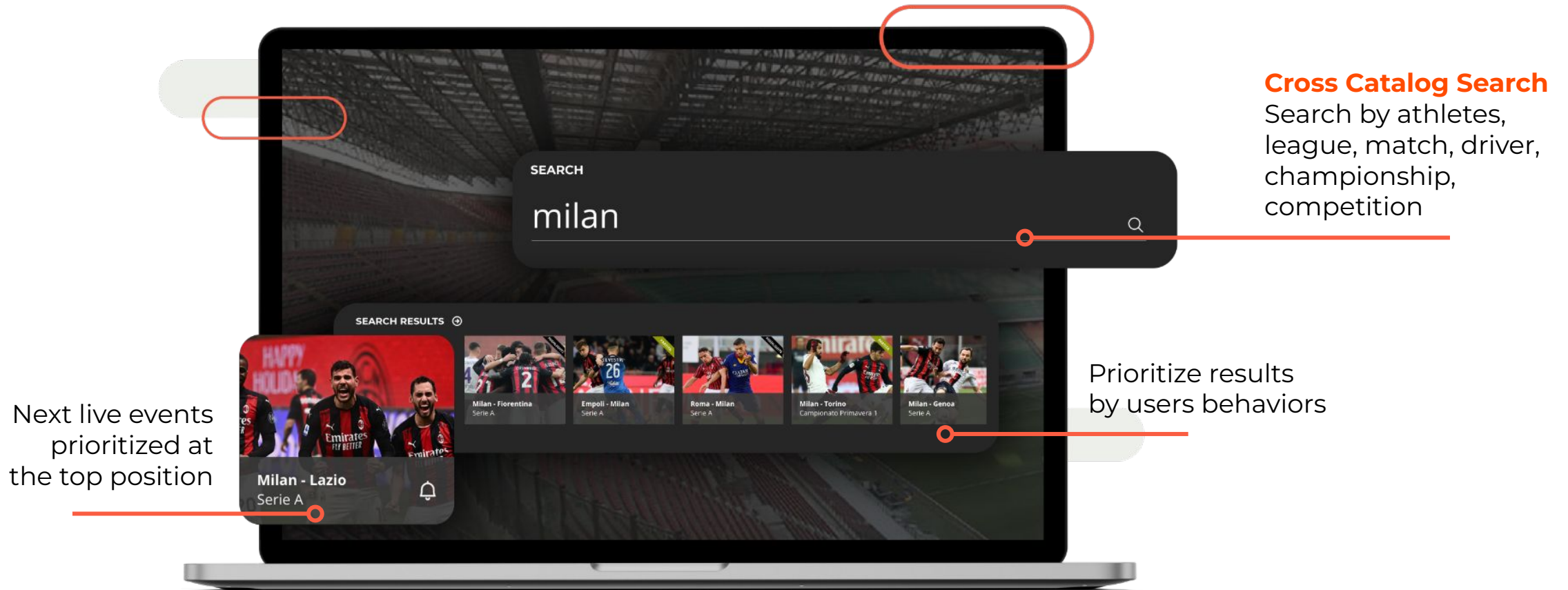
3. Post-Event Endcards

Engage users with other relevant post-event content



4. Global Sport Search

Personalize search results based on each sports fan's preferences



Fix your sports content.

Turn fans into loyal viewers!

[BOOK A DEMO!](#)