

INGAME.AD

I PLAY

YOU WIN!



SOHO
- media solutions -

SOHO / U SPORTS KEYNOTE

SPEAKER: CALEB BENOIT



COO SOHO MEDIA SOLUTIONS
PARTNER, VP PARTNERSHIPS @ FEATURD
COFFEE NERD

KEYNOTE CONTENT



WHO IS SOHO?
OUR WORK, OUR TECHNOLOGY
OUR PARTNERSHIP WITH U SPORTS
NEXT STEPS

WHO IS SOHO?

We are a highly skilled team specializing in sports content strategy, design, technology and marketing

SPORTS DATA TECHNOLOGY



Experts in European and North American sports
10 years of experience with hockey, baseball, etc.
We work with largest data suppliers (Official Feeds...)

PUBLISHING TECHNOLOGY



20 years of experience in sports content publishing
Print, Digital, Mobile as a service
Integrated with best-known CMS and Publishing software

CUSTOMER CASE STUDY: PRESS GROUP EBRA



OUR CUSTOMER

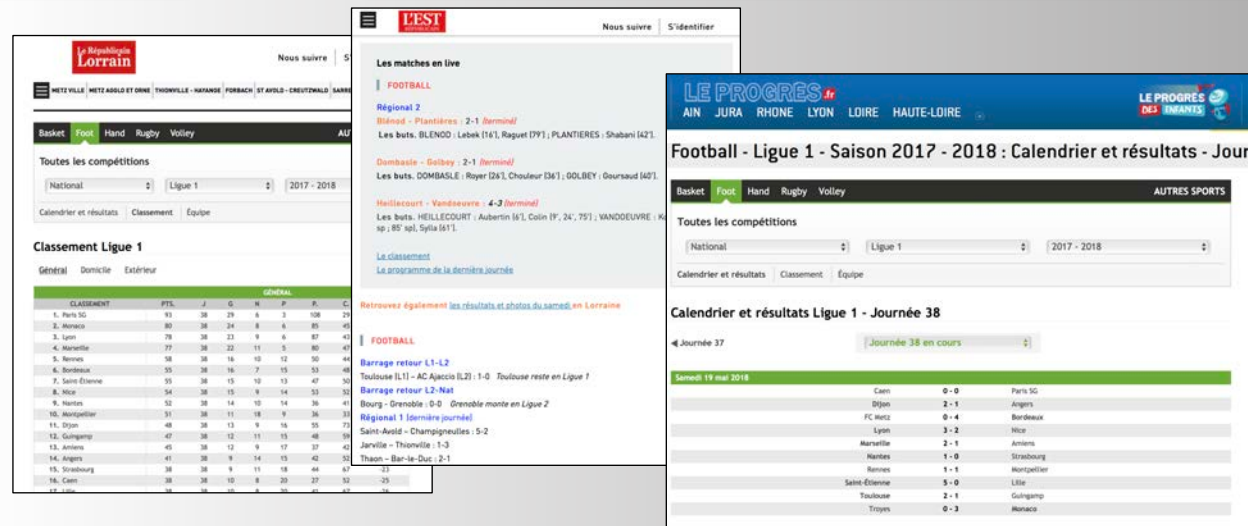


Biggest Regional Press Agency in France
10 newspapers
1 Million daily circulation
5 Million daily readers
10 Million digital visitors/month

OUR PROJECT



Gather all the sports data for all their newspapers
25,000 games every weekend
90% "semipro" leagues (soccer, basketball...)
20% dedicated to Print
All results on digital (1M pages views per weekend)



CUSTOMER CASE STUDY: LA PRESSE PLUS



OUR CUSTOMER

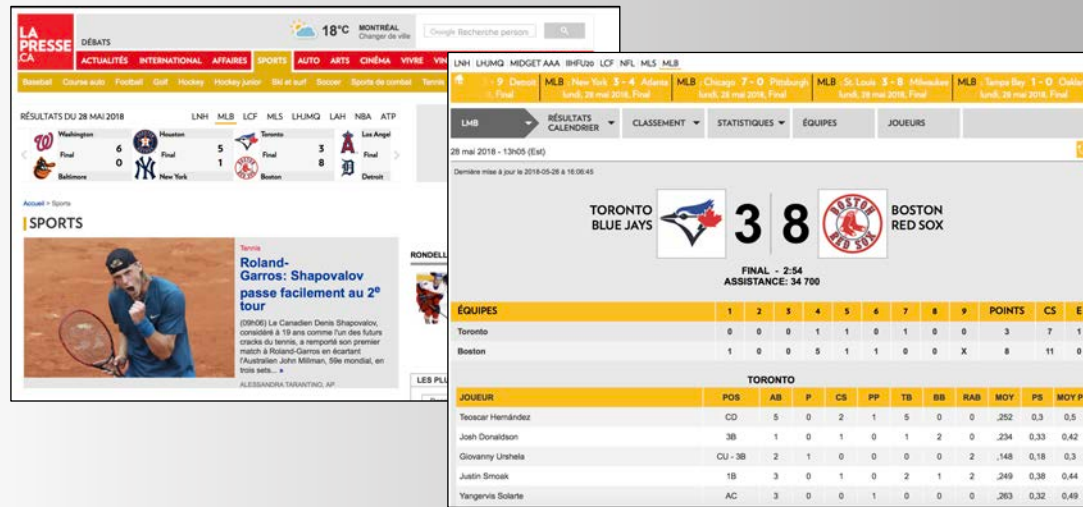


Biggest publisher in Montreal
272,000 tablet readers per day (La Presse+)
2.9M monthly visitors (lapresse.ca)

OUR PROJECT

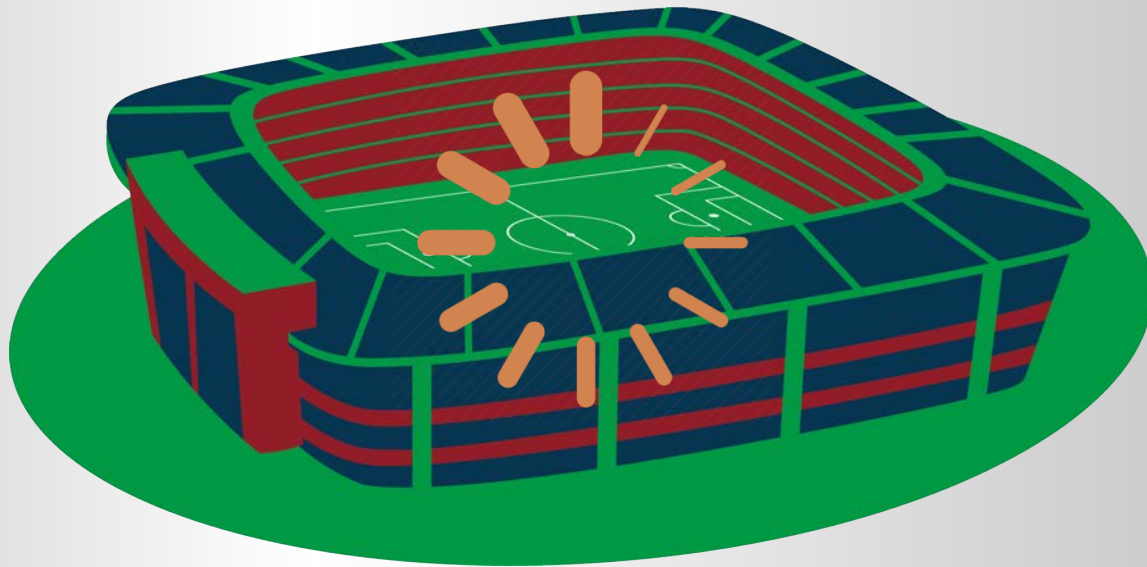


- Gather National and Local sports data for lapresse.ca and La Presse +
- Live data on lapresse.ca
- Official NHL Feed for best "real-time" experience
- 1M views every weekend during NHL season
- 200,000 views of Canadiens' box score for each game



WHAT WE DO

We use state-of-the-art Cloud Technology to bring events on the field to our customers as fast as possible



WHO WE WORK WITH



PRINT PUBLICATIONS

Journal de Montréal
Journal de Québec
La Presse
Toronto Sun
Toronto Star
Globe and Mail

Le Soleil
La Voix de l'Est
L'Est Républicain
Le Progrès
Le Dauphiné Libéré
Tulsa World

DIGITAL PUBLICATIONS

La Presse +
Cyberpresse
TVA Sports
Journal de Montréal
Journal de Québec

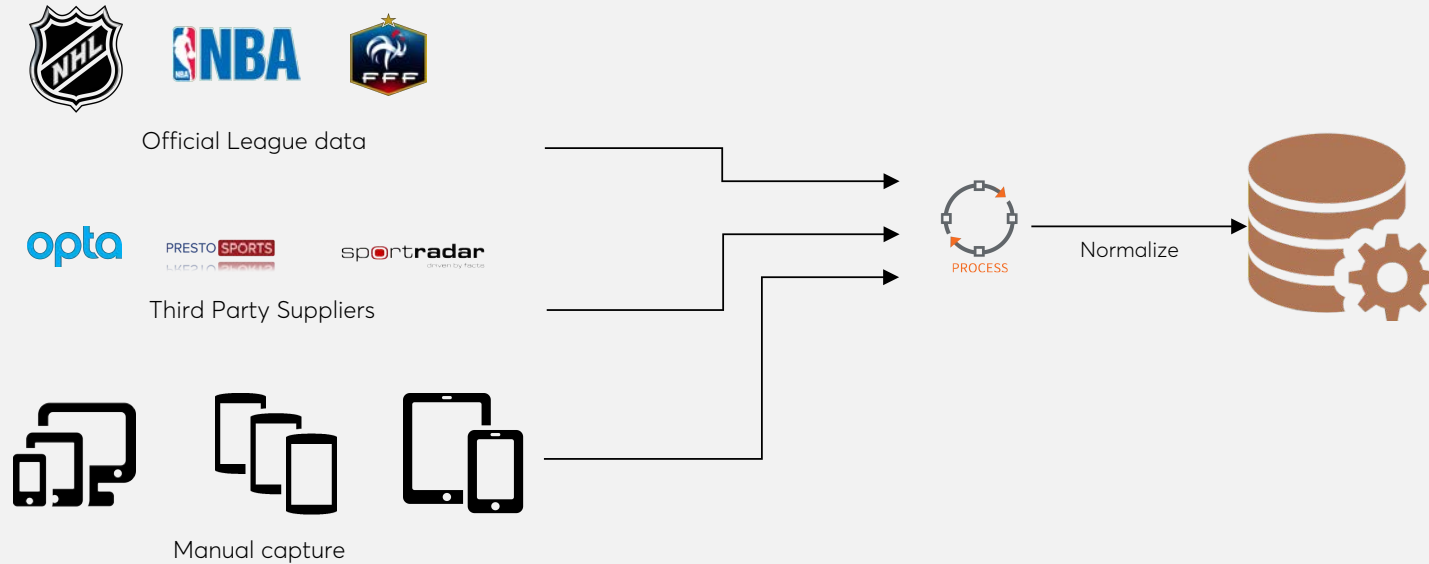
Yahoo Sports Canada
Toronto Star
U Sports
Groupe Capital Media

2017 UPTIME = 100%

Uptime du 1^{er} Janvier 2017 au 31 Décembre 2017

OUR JOB: NORMALIZE AND DELIVER DATA

WORKFLOW



DETAILS

All data coming into SOHO database goes through a "normalization" process

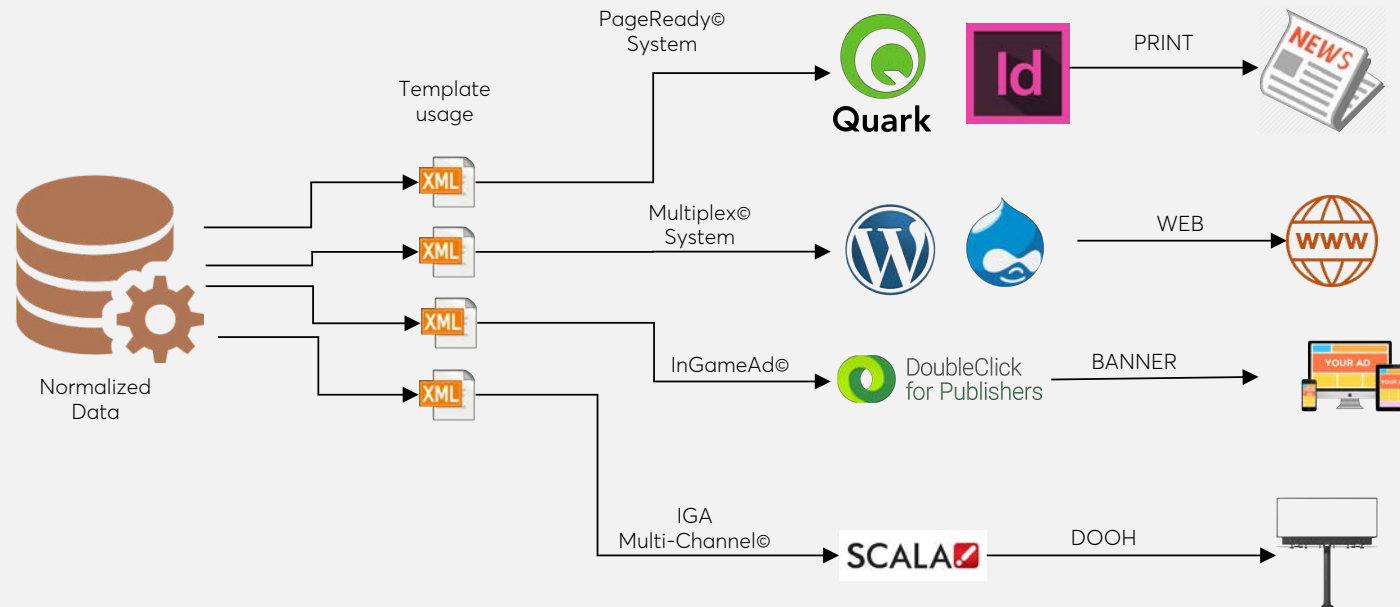
x suppliers = 1 format
Major league or recreational league

Currently 112 data suppliers in database

Usage of Prep Score Center® tool in order to capture data live in stadium

HOW WE DISTRIBUTE DATA

WORKFLOW



DETAILS

The same "normalized" data uses a Template layer to extract correct value at the right moment.

Data is triggered to correct destination in multiple ways:

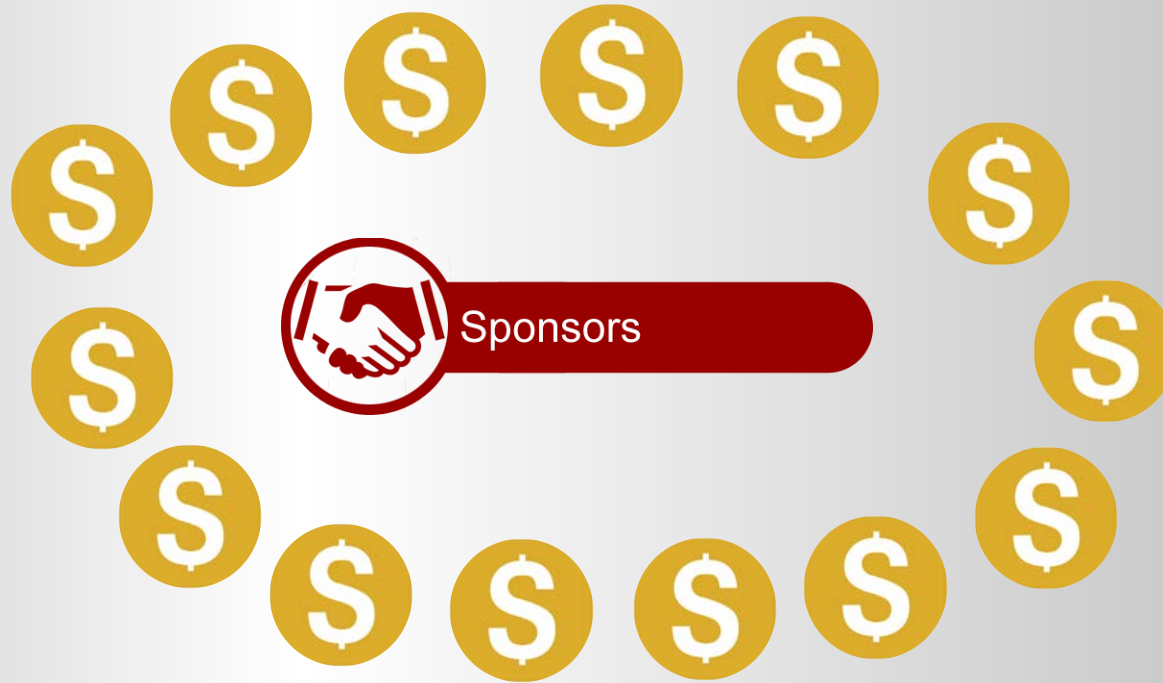
- PRINT publication for final scores
- DIGITAL publication for live scores
- ADS and DOOH for triggered events

All these layers add local data for tailored output:

- Local time zone
- Local teams and players

MONETIZATION

Live display is great, but...
How could we make more money with sponsors?



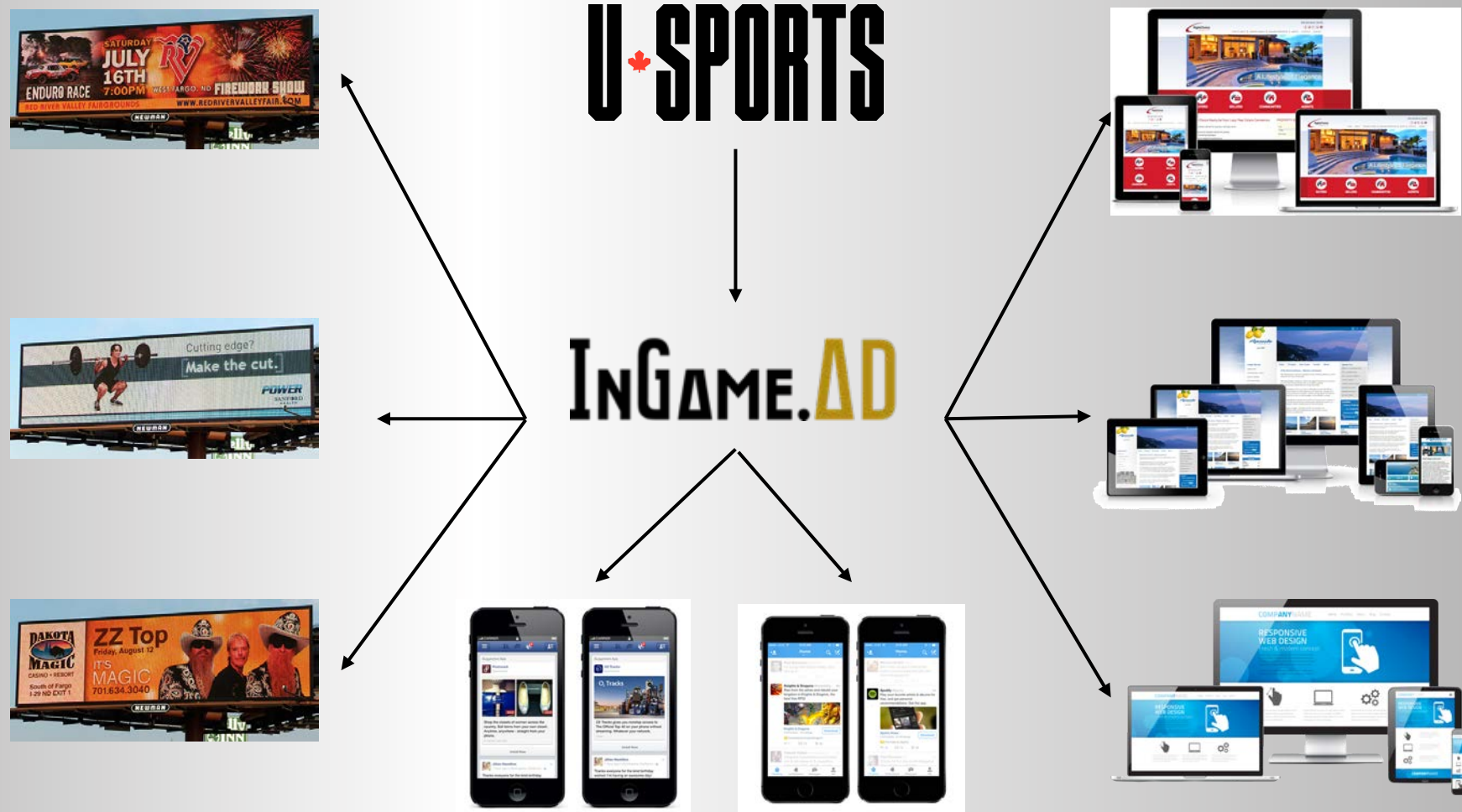
HOW WE MONETIZE



InGame.Ad is technology that uses real-time data feeds to tailor brand messaging around events as they happen



ACROSS CHANNELS



We can use U-SPORTS scores and statistics
To trigger ads across channels in cities

EXAMPLE OF MONETIZATION

Live during NBA Playoffs for Toronto Raptors

OUR PARTNERS



MLSE
Clear Channel Canada (Branded Cities)
Gridcast Media (ICON)
Dot2Dot Communication
Union Station in Toronto

OUR PROJECT



Digital Out Of Home project
Live during Raptors playoff games
Interrupt loop for each Raptors 3-pointer
Video with player name + live score



click picture to play video

SOHO & U SPORTS

The ask: To aggregate and distribute results, statistics and box scores coming from all schools and all providers

AGGREGATION FROM LEAGUES AND PROVIDERS



Current leagues already ingested:

- Football, Hockey, Basketball, Volleyball

Each league/conference has different supplier:

- StatCrew, Stats Jack, Presto, Hockey Tech...
- Limitation: Presto API

DISTRIBUTION



U SPORTS new website:

- Designed by Locomotive
- Soho integrated by copy/paste Javascript code
- Live: 5 sec between reception and display

Print delivery:

- Scores and box scores delivered to print publication
- Groupe Capitales Médias

SOHO & U SPORTS: WHAT'S NEXT?

More leagues + more new content in order to increase visibility

STANDARDIZATION



Coordination with Presto:

- Presto API to be adjusted and tailored
- 2018-19: All sports on Presto fully integrated to SOHO

From Paper to Digital. Collect live statistics:

- Rugby
- Live from Stadium on iPad

DISTRIBUTION



Digital delivery:

- Free widgets with live scores and stats for conferences
- More Media partners: LaPresse, Toronto Star, Journal de Montreal...

Monetization:

- Add sponsors in a new way to engage fans
- > INGAME.AD

THANK YOU FOR YOUR TIME

Questions?

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