PLAYING THE MEDIA MANAGEMENT GAME

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Don't miss out as the demand for sports footage grows. Take advantage with fast and secure media distribution.

IMAGEN BYPASSES INEFFICIENT SYSTEMS AND GOES DIRECT WITH ACCELERATED FILE DELIVERY

1. CONTENT

With the growth of live streaming, the range of content available to viewers has exploded. The challenge is delivering it for broadcast quickly.

2. THE BOTTLENECK

There can be a bottleneck in delivery as systems like Dropbox, YouTube and WeTransfer make content delivery difficult.

3. BROADCAST

Major broadcasters have sophisticated tools for accessing content. If rights holders can't fulfil demand, broadcasters will look elsewhere.

THE LINE-UPS

CONTENT CARDINALS		DELIVERY DOLPHINS	
Clips	1	1	Dropbox
Highlights	2	2	WeTransfer
4K video	3	3	Google Drive
Interviews	4	4	Box
Behind-the-scenes	5	5	OneDrive
Live feeds	6	6	FTP
Replays	7	7	YouTube
Social media	8	8	Vimeo

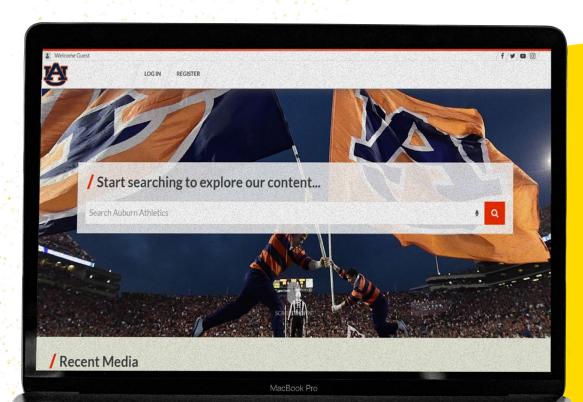## 3.5 MILLION+ SUBSCRIBERS

ESPN+ has 3.5m subscribers since it was founded in April 2018[1]. OTT services have grown as fans want to watch more of their favourite sports.

1.9 PETABYTES

Amount of data generated by **Fox Sports'** coverage of the 2019 Women's World Cup - roughly two million gigabytes! Rights holders need an efficient way to transfer large volumes of video data to broadcasters.[3]

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The number of countries that OTT service **DAZN** now operates in. The service has 8 million subscribers.

NEED TO SECURELY STORE, ORGANISE AND MONETISE VIDEO FROM YOUR LIBRARY OF CONTENT?

Talk to Imagen about how our video monetisation tools allow businesses to earn revenue from their video assets. **imagen.io/about/contact**

[1] https://www.sportspromedia.com/news/dazn-subscribers-2019-streaming-global-growth
[2] https://www.msn.com/en-us/sports/boxing/dazn-hits-8-million-global-subscribers-according-to-report/ar-BBXqLMO
[3] https://leadersinsport.com/sport-business/leaders-special-report-broadcast-technology-the-state-of-play-in-2020/