



LiveArena for Sports

Today's TV: Create, Program, and Deliver Live and On-Demand Sports Content

Simple, professional game and event streaming via web and mobile

End-to-end content creation, programming, delivery, and monetization tools

Cost-effective for organizations of every size

Your fans are your most important asset. And, keeping them engaged and active extends far beyond game-time. The most committed fans want to experience more of their favorite teams - whether that means "virtually" attending a game they can't see in-person, replaying highlights, learning about players, or participating in practices from afar.

From the first shot to the last goal, LiveArena ensures that your biggest fans never miss a moment. For small youth teams to global sports leagues, LiveArena simplifies live event streaming, while providing a simple end-to-end solution that lets you create, program, and deliver your own dedicated sports TV channel to any device.

LiveArena lets you:

- ➔ Simply stream live games, practices, and player interviews
- ➔ Manage an online video library of your best sports moments
- ➔ Create team-branded web and mobile viewing portals
- ➔ Engage your fans anywhere on every device with scheduled programmed content
- ➔ Drive new fan-base revenue with season passes or pay-per-view special events

“

LiveArena lets us easily reach Swedish ice hockey fans anywhere, at any time. Our fans and athletes now have daily access to the best in youth and junior ice hockey.

”

Tommy Boustedt, Secretary General,
Swedish Ice Hockey Federation



Today's TV for Tomorrow's Teams

What if you could extend your reach to connect with your biggest fans anywhere at any time? What if you could promise eager parents or active young players that they never needed to miss a moment of the action? Now, imagine that audience being able to securely tune-in from any web or mobile device to watch your games, interviews and other pre-programmed sports content. And, consider how your organization could benefit from the new revenue this could create.

That's the power of LiveArena. Our radically simple, innovative, and cost-effective content solutions ensure that you own and control your content, while providing flexible packages for monetizing your media. LiveArena lets you create, manage, and deliver TV-like programmed content - both live and on-demand - to every device, at any time, on your terms.

"LiveArena's flexible and intuitive solution lets us produce broadcasts and share video with Norwegian Martial Arts Federation members - keeping them connected and engaged with activities and events as they happen."

Dag Jacobsen, Sports Director - Norwegian Martial Arts Federation



LiveArena End-to-End Solutions

LiveArena solutions capitalize on decades of professional television production expertise - integrating insight and TV-production know-how into easy-to-use tools that enable every organization to create, manage, and deliver content to change the way you engage with your fans. Already, we deliver more than 30,000 live events each year across more than 300 arenas.

are designed to take full advantage of Microsoft Azure's global reach, resilient architecture, industry-leading 99.95% monthly SLA, and array of industry certifications for security and compliance.

Together with Microsoft, LiveArena lets you tap into content and programming innovation that will make your message more meaningful, without compromising security, stability, and confidence that comes with Microsoft.

LiveArena and Microsoft: Innovation meets Enterprise

LiveArena solutions are built entirely on Microsoft Azure and Azure Media Services. Our content solutions

Simple Live Event Production and Streaming



Game and live event streaming for web and mobile app



Integrated video production app to orchestrate seamless production and streaming



Real-time event support



Programming platform to schedule and broadcast your content

End-to-End Content Management



Live event video capture and storage



Easy upload for existing offline video



Metadata management and tagging



Audience/viewership analytics

TV-Channel Programming and Delivery



Pay-per-view and subscription monetization



Drag-and-drop scheduling and programming



Secure, high quality streams



Customizable content portal and mobile app

Get To Know LiveArena

For more than 15 years, LiveArena has pioneered streaming, content management, and distribution technologies for companies across the globe. We believe that the experience created by TV-like programming builds an engaged community. We've combined our decades of broadcast television expertise with industry leading technology to redefine TV for today's organizations.

Contact us at info@livearena.com

Make the most of every game. Harness today's TV with LiveArena