

Unlocking Sports Monetisation Excellence

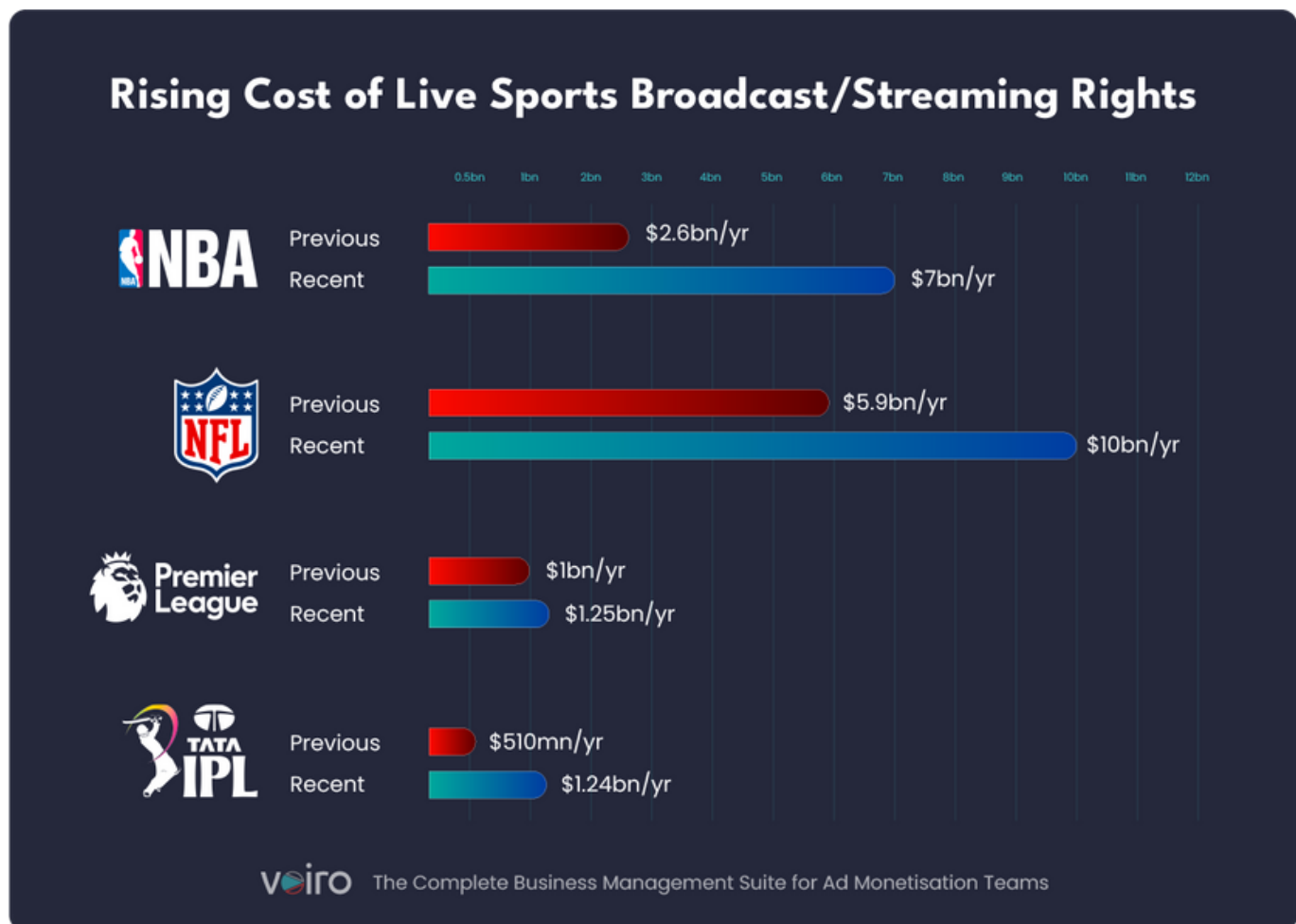


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In the world of streaming platforms, live sports are the crown jewels that captivate millions, delivering unscripted drama at its finest. It's the pulse-racing moments, the buzzer-beating slam dunks, and the last-minute goals that keep viewers glued to their screens. Every match, every game, we're drawn to the thrilling excitement of live sports.

Yet, as live sports hold the power to captivate audiences like no other, they also present significant challenges, from skyrocketing rights costs to the art of maximising ad revenue during these adrenaline-packed events. Streaming giants are realising the enormous potential of engaging audiences in real-time, and they're not just stopping at major sporting events; they're diving into local and regional games, unlocking new avenues of monetisation.



The Challenges in Monetising Live Sports

Challenges in Monetising Live Sports



Inability to Scale
Ad Operations



Lack of real
time Insights



Delayed Reporting and
Lengthy Billing Cycle

vairo The Complete Business Management Suite for Ad Monetisation Teams

#1 Inability to Scale Operations

- Consider the scale of mega sporting events like the Cricket World Cup, spanning two months, featuring 10 teams, and attracting over 1.6 billion viewers worldwide.
- Over 15 digital-first brands, along with numerous FMCG and finance brands, compete for prime ad slots during top matches.
- The challenge isn't just ad placements; it's harnessing the full potential of digital advertising without compromising the fan experience.

#2 Lack of Real-Time Insights

- In the dynamic world of live sports events, maximising revenue is paramount.
- The streaming platform requires real-time data on pricing, discounting, risk management, and advertiser churn to fine-tune strategies during each match.

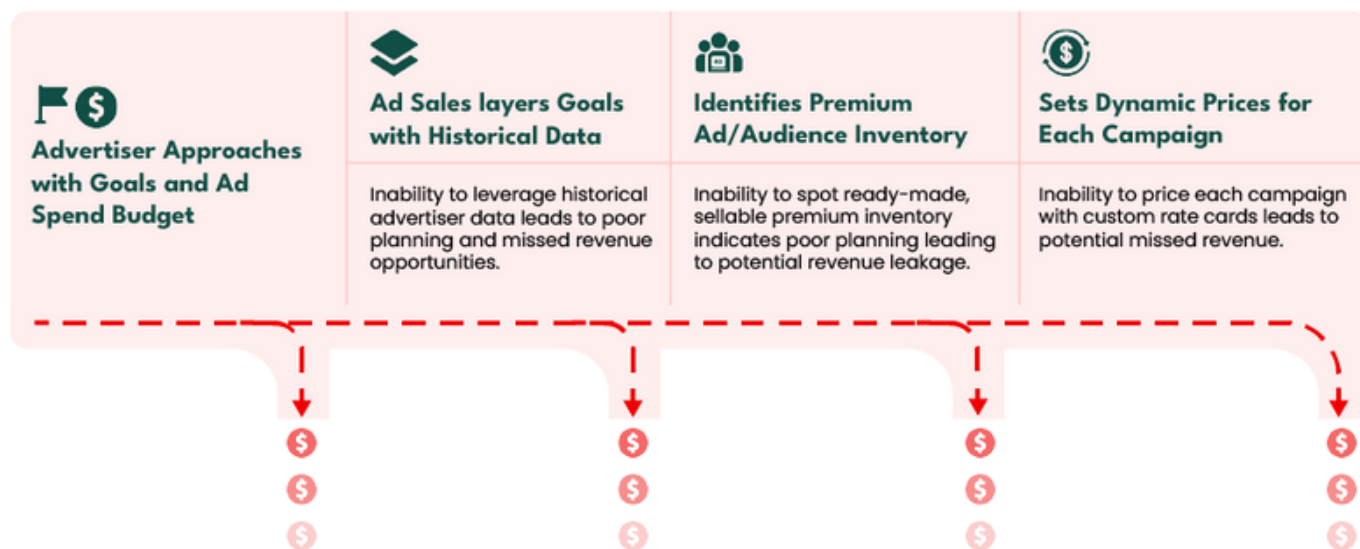
#3 Delayed Advertiser Reporting and Lengthy Billing Cycle

- In the fast-paced world of live sports streaming, advertisers demand detailed, real-time reports to gauge their RoAS (Return on Ad Spend).
- Failing to deliver these reports in real-time risks losing advertiser trust.

How Streaming Platforms Manage Live Sports Monetisation

Streaming platforms face a unique set of challenges when it comes to monetising live sports events, from ad sales to ad ops. Let's delve into the usual process and the pitfalls that often accompany it.

Ad Sales: The Beginning of the Monetisation Journey



Ad sales teams strive to book impressions for advertisers during live sports events. With the promise of reaching massive, engaged audiences, securing these deals is a top priority. However, the challenges begin here.

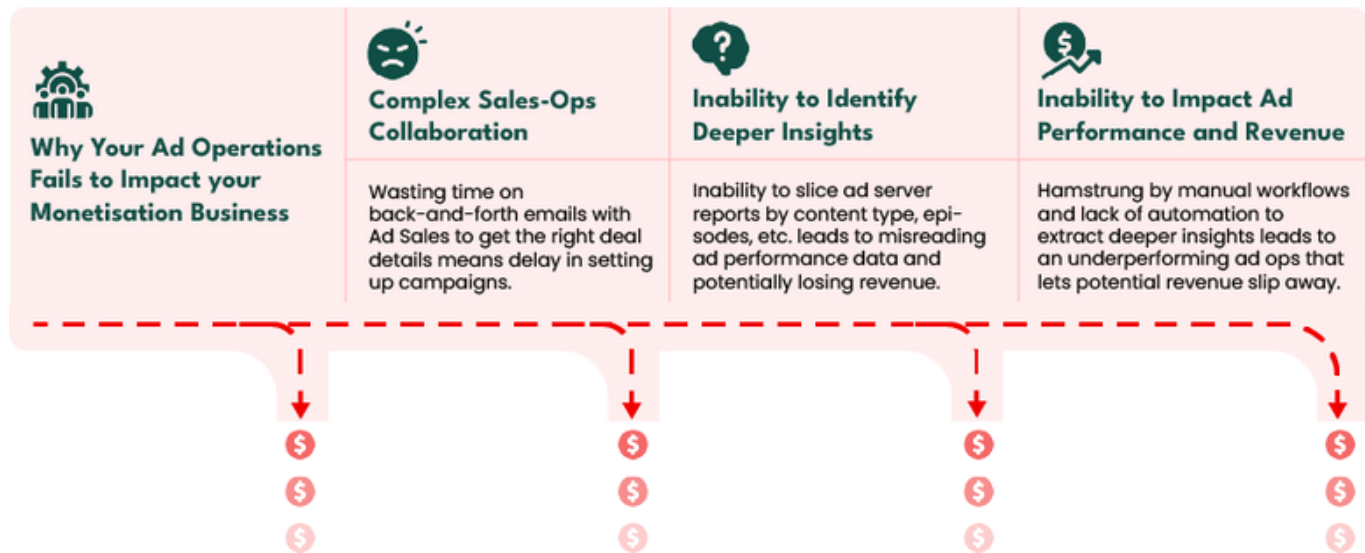
Pitfall #1: Manual Booking

Traditionally, ad sales involve manual processes, including negotiations, contract management, and ad slot bookings. This approach is time-consuming and prone to errors, which can result in missed opportunities and revenue leakage.

Pitfall #2: Lack of Real-Time Inventory Insights

Ad sales teams often lack real-time insights into available ad inventory, premium inventory, and how it aligns with advertisers' needs. This can lead to suboptimal ad placements and missed revenue opportunities.

Ad Ops: Bridging the Gap



Once ad sales secure deals, ad ops teams take the reins. Their responsibility is to ensure that the right ads are delivered to the right audiences at the right time.

Pitfall #3: Data Fragmentation

Ad ops teams frequently grapple with data fragmentation. This means that performance data is scattered across multiple ad servers, making it challenging to create a unified view for analysis and decision-making.

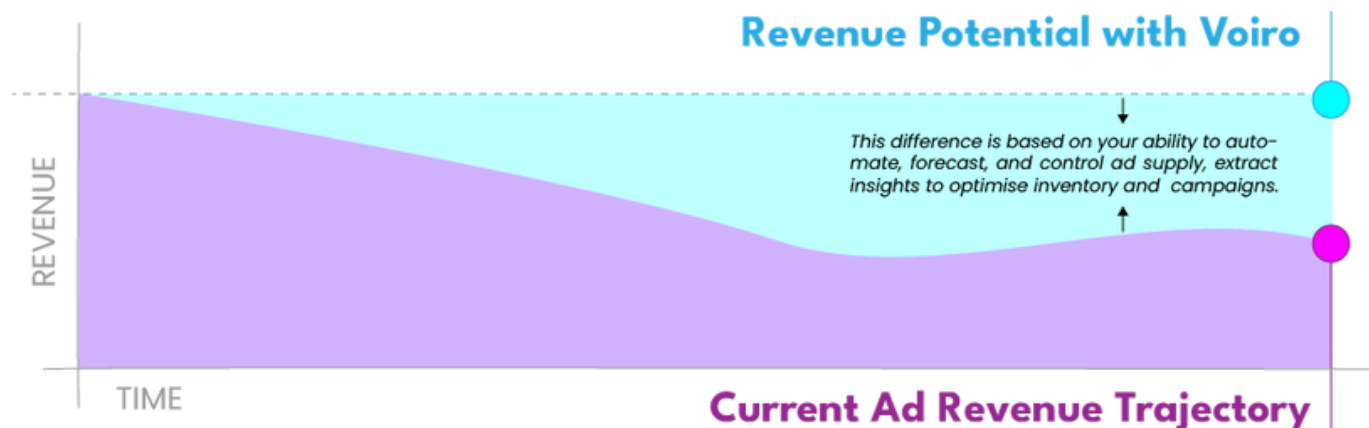
Pitfall #4: Delayed Reporting

Generating advertiser reports is a time-consuming process. Ad ops teams must compile data from various sources, leading to delays in reporting and billing. This delay can erode advertiser trust and hinder cash flow.

Pitfall #5: Reactive Campaign Management

Without real-time insights, ad ops teams often resort to reactive campaign management. This means they can't make data-driven decisions during live events, leading to missed opportunities for optimisation.

Voiro's Winning Playbook



While the challenges in live sports monetisation are significant, Voiro's playbook offers a transformative solution. Here's how Voiro addresses the pitfalls and paves the way for monetisation excellence:

1. Scaling Made Easy: Rate Card Management and Demand Planning

Voiro's centralised rate card system standardises pricing across all advertising channels, streamlining ad sales operations.

- Data-driven pricing empowers agility and adaptability, turning market shifts into opportunities.
- Streamlined reporting and analytics make data-backed decisions the norm.
- Scalability ensures competitiveness in the fast-paced world of live sports.
- Real-time revenue tracking optimises performance, increasing advertiser satisfaction.

1

Rate Card System

100%

Pricing-to-match demand

95%

Less time spent on reporting

3X

Ad Sales pipeline

24/7

Revenue tracking with alerts

90%

Less time spent on CRM

2. Real-Time Insights for Effective Decision-Making

- Vairo's Deal Discount Tracking ensures compliance and safeguards profitability.
- Automated risk detection protects revenue in unpredictable scenarios.
- Historical advertiser data is transformed into actionable insights, enabling you to anticipate ad spend shortages and churn.

100%

Deal discount tracking

100%

Deal risk detection



Anticipate ad spend

3. Streamlined Reporting and Billing Efficiency

- Vairo's Advertiser reporting consolidates data from all ad servers, producing tailor-made reports in minutes.
- Shortened billing cycles realise revenue sooner, maintaining a healthy cash flow.

95%

Reduction in reporting efforts

80%

Faster billing cycle

90%

More efficient Ad Operations

What Streaming Giants Say About Voiro



“Risk reports are very detailed and highlight the exact revenue loss. Daily alerts in our inbox helps us identify our revenue at risk and take timely corrective measures.”

AVP AdOps @ One of India’s Largest OTT Apps



“Voiro provides our teams with all the data and insights that we need to ensure we make the most revenue from our ad inventory.”

Strategy Manager @ One of India’s Biggest OTT Apps



The Voiro Impact: A Monetisation Revolution

Live Streaming Events Powered by Voiro Monetisation Suite



- **Efficiency:** Campaign setup time reduced by a staggering 95%, eliminating delays and missed opportunities. An 80% reduction in the monthly reconciliation and invoicing cycle time translates into significant cost savings.
- **Visibility:** All monetisation workflows and data centralised on one platform.
- Real-time, accurate data on deals, performance, and revenue improve decision-making.
- **Flexibility:** Voiro adapts seamlessly, accommodating changes in workflows, tech, and ad servers.

Unlock the Full Potential

Voiro has sparked a live sports monetisation revolution. Unlock the potential of your monetisation efforts. Consult our ad ops experts today—abash@voiro.com or connect via [LinkedIn here](#).

Consult a Voiro
Ad Ops Expert Now

Abash Sinha
abash@voiro.com

