

LIVE PAY-PER-VIEW EVENT

powered by Livestream and Cleeng



For the first time ever, international fans outside of the North America and Australia could be part of the action at the Live Monster Energy Cup.

HIGHLIGHTS

✔ Global Reach

Increased global reach as a result of selling directly from Monster Energy's embed

✔ Worldwide

Geo-registrations are easy to apply

✔ Social Media

Promotional campaigns on social media raise interest

✔ All Devices

Livestream went smooth on any device

ABOUT SUPERCROSS MONSTER ENERGY

The Monster Energy Cup showcases the world's top supercross riders in a head-to-head battle for the coveted Monster Energy Cup and the chance to win one million dollars. Unlike any other race, the Monster Energy Cup forces riders to compete in three 10-lap Main Events on a unique track inspired by five-time Monster Energy Supercross Champion Ricky Carmichael. If a rider can win every Main Event, he will walk away with \$1 Million!






OPPORTUNITY / CHALLENGE

With an increasing global demand for top quality live sports content, the ability for PPV to reach fans in every corner of the globe is growing exponentially.

The event organiser needed a quick and easy to manage live PPV solution that included georestrictions while being equipped with the capability of handling payments and providing seamless end user support globally. By doing so, this would allow international fans outside of North America and Australia to be part of the Live Monster Energy Cup for the first time ever.



KEY BENEFITS

-  Live events were easy to set up two weeks before the event
-  An incremental audience reached on top of TV broadcast revenues
-  An international audience served from 72 countries, in six different languages, with 14 currencies, and a whole host of payments methods
-  User support assisted with a 15 minute SLA
-  VOD HD available with the package, or separately

Livestream / Cleeng

THE END-TO-END SOLUTION YOU CAN COUNT ON

Digital distribution forms a key and growing element of Supercross Live's core strategy; providing a flawless viewing experience to its fans worldwide and increasing its reach is one of the company's top priorities. The winning combination of Livestream's platform and Cleeng's ecommerce modules has given Supercross Live fans a "first-row" experience on any device from the comfort of their home.



Implementing a global Pay-Per-View event was simple. Cleeng's solution enabled the creation of the PPV event which could be directly embedded on Supercross Live's website to leverage their existing community and drive incremental revenues.

Cleeng's solution is put in place for worldwide transactions and is available in 14 languages, accepts 150 payment methods, and is supported on mobile tablet. Supercross Live also benefited from Cleeng's large range of promotional codes to create effective advertising campaigns. The fans reaped the benefits of Cleeng's end user support with an SLA of 15 minutes.

"The combination of Livestream and Cleeng's technology is an excellent example of a rapid and robust integration built to provide the best quality experience to the consumer. Cleeng's live solution has enabled Supercross Live to harness the growing demand for unique content with a user-friendly tool."

Sam Gomez - Supercross Live.

Interested in
STREAMING YOUR CONTENT
LIVE AND OTT?

Contact our sales team today
sales@cleeng.com

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