



Live Streaming Channel

POWERED BY CLEENG PORTAL



Valvoline Raceway gathers all Live Season and VOD replays on his Live streaming channel

HIGHLIGHTS

- ✔ Responsive design
 - ✔ Business Model
 - ✔ Video content
 - ✔ Video experience
- All Season Live
Pay-Per-View events
available on any device
- Pay-Per-View and
Subscription VOD
supported
- Live, past events,
exclusive content in
one destination
- Optimized user
experience and social
interaction

ABOUT VALVOLINE RACEWAY

Sprintcar racing is exciting to watch with up to 22 cars on a 450m oval clay track racing wheel to wheel. Fans have been asking for a service to watch races online and on demand. Clay racing doesn't make it on TV very often which leaves fans without a platform to watch the content they want. Lots of content from the last decade of racing at Valvoline Speedway can still be watch there. The internet and premium content channels continue to pop up, giving publishers an alternative avenue to deliver content compared to TV.

OPPORTUNITY /CHALLENGE

Sports organisations like Valvoline Speedway look for a turn-key solution to offer their full season including live events and VOD replays with an easy to manage platform allowing them to update their content calendar automatically in a very elegant way. The event organiser needed a well structured website to highlight the key event of the week, while displaying the upcoming events and VOD replays in order to encourage season subscription.



KEY BENEFITS



The full responsive website was ready to use within a few days, no in-house developer needed



Strong automation mechanism provided to follow the season calendar and update Live and VOD replay



Layout automatically adapts to offers and business models: PPV, Season passes or subscription



Easily filter your content per year / period or categories

Cleeng Portal

THE TURN-KEY SOLUTION YOU CAN LEVERAGE.

Fans have been screaming out for a service where they can watch race meetings online at any time. Our sport does not make the main stream media very often. Cleeng has given us the opportunity to be able to deliver premium content to our fans and it is a huge step for our sport of Speedway.



The creation of this full responsive website to aggregate the full season, including the upcoming Live PPV and VOD replays was super straightforward and deployed in few days without any internal technical knowledge required. Cleeng's Portal elegantly displayed the full season along with full videos archives in a very structured way while providing an automated content management system to ensure the calendar of events are always up to date. Cleeng's Portal maximises flexibility supporting various business models simultaneously: PPV, Seasons Passes , Subscription.

"We used several other partners to deliver our video streaming and handling the payment gateway before we tried Cleeng and we wouldn't go back to the others as Cleeng's application is so easy to use. The turnkey solution they offer is brilliant and totally recommend it to other premium content providers. They have made our job so much easier and are a pleasure to work with."

Darren Shaddock - Project Manager.

Interested in
CLEENG PORTAL?

Contact us at
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