

# SPORTS ARE CHANGING THE STREAMING GAME

Five platform shifts redefining streaming with sports



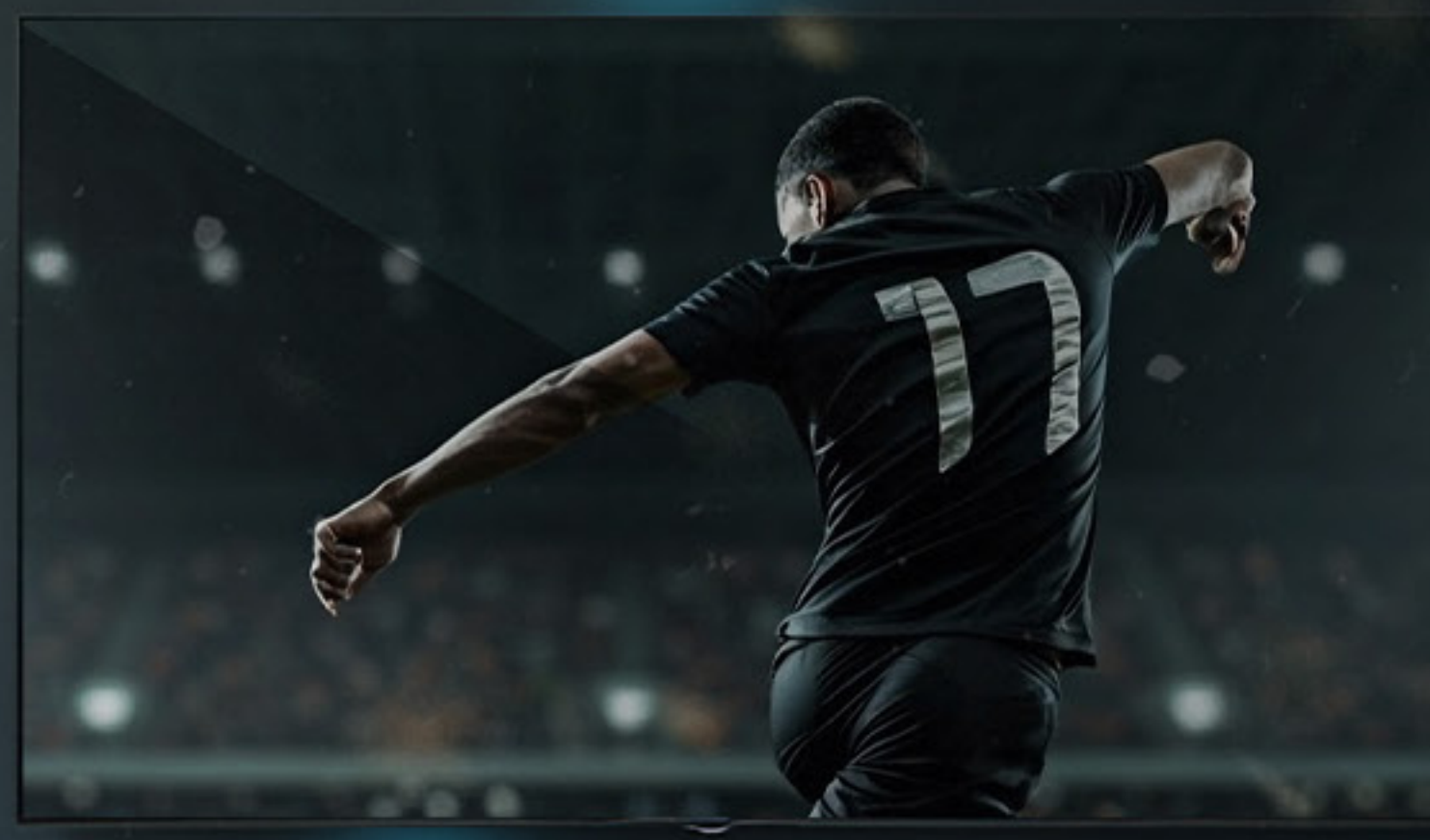
## PERFORMANCE BECOMES THE PRODUCT

Live audiences arrive together, exposing weaknesses instantly. Platforms must deliver fast start, stable playback and reliability under sustained pressure, not just peak moments.



## RELEVANCE MUST BE INSTANT

Sports fans come with intent. Platforms must surface the right content at the right moment, prioritizing relevance, timing and loyalty over broad discovery.



## RIGHTS SHAPE THE EXPERIENCE

Access depends on complex, changing rights. Platforms must dynamically control availability across regions, devices, and formats without breaking the user experience.



## MONETIZATION HAPPENS IN THE MOMENT

Attention is short and live. Revenue depends on aligning ads and experiences with real-time engagement, not interrupting it or delaying decision-making.

Watch Every Game This Season



LIVE

ACCESS FULL TOURNAMENT [SUBSCRIBE](#)



## DATA DRIVES LONG-TERM GROWTH

Sports create spikes, but growth comes after. Platforms must connect data across experiences to retain users beyond live events and seasonal peaks.

## SPORTS DEMAND PLATFORMS BUILT FOR REAL-TIME COMPLEXITY

Visit our [Irdeto Experience](#) website to learn more

irdeto