

# Global Sporting Organization Creates Dynamic Digital Offering with CSG

## The Challenge

The customer is a leading global sporting organization, with a cumulative TV audience of over a billion individuals worldwide. A large part of their income comes via TV media rights from participating networks and pay television operations. The customer saw live events were shifting from free-to-air (FTA) to paid access, which meant a reduction in the overall TV audience.

The customer needed to offset this reduction and attract a younger audience. To accomplish their goals, they needed to digitally transform their offerings to cater to existing loyal fans, as well as new fans who wanted more in-depth content beyond the FTA coverage offered in certain markets. They started by creating a package of niche apps but needed a fully-fledged over-the-top (OTT) television offering to deliver live, interactive content to their audience. To keep up with a crowded sporting landscape, the customer also needed a compelling, personalized digital subscriber management solution to scale with international interest. CSG was ready to help.

## The Solution

With large live sporting events, it can be challenging to quickly connect fans to the live event while handling peak traffic for registrations, account access and payment transactions. CSG Ascendon, a cloud-native, SaaS monetization solution, helped the customer create a customizable, flexible and dynamic digital experience for their fans.

As part of a complex ecosystem of partners, CSG offered subscriber management, while also overseeing payment gateways and processing.

Ascendon manages user identities, subscriptions, payments, entitlements and devices, giving each user a sporting experience tailored to their preferences. The solution allows the customer to offer dynamic geo-segmented and customer-specific targeted offers with subscription tiering. With Ascendon, the customer can also operate unique experiences for specific markets, languages, currencies and content.

118

COUNTRIES

6

LANGUAGES SUPPORTED

8

DIFFERENT CURRENCIES



## The Results

After building their digital offering from the ground up, the customer has cemented its position as a global brand with premium content delivered on-demand to their fan base. Ascendon handles the lucrative monthly and annual subscriptions in over 118 countries. With Ascendon, the

customer can scale for large events, while supporting six languages and eight different currencies. With a dynamic and personalized digital solution, the customer can appeal to a digital-savvy demographic who can watch sporting events when and how they want.

## About CSG

CSG empowers companies to build unforgettable experiences, making it easier for people and businesses to connect with, use and pay for the services they value most. Our customer experience, billing and payments solutions help companies of any size make money and make a difference. With our SaaS solutions, company leaders can take control of their future, and tap into guidance along the way from our more than 5k-strong experienced global team.

Want to learn more about how to be a change maker and industry shaper like our 1,000-plus clients? Visit [csgi.com](https://www.csgi.com) to learn more.

