

# Designed & developed a comprehensive OTT platform for Sky Racing to help increase their wagering revenue by 40%

## Engagement Overview

TO THE NEW worked with Sky Racing, a wagering and gaming operator, to build an OTT platform 'Sky Racing Active,' for Sky Racing's live and on-demand racing content for its audience. TO THE NEW designed and developed OTT applications for iOS, iPad, Apple TV, and Android mobile & tablet, along with a Content Management System to configure and manage content in these apps. The OTT platform helped Sky Racing **increase the wagering revenue by 40%** and **acquire a new customer base of over 35,000 users** on the app within six months of its launch.

## About the Client

Founded in 2014, Sky Racing World is an exclusive supplier of Australian and international online horse racing content to licensed wagering operators throughout the Americas and certain European countries. It is owned by Tabcorp Holdings, a company listed on the Australian Securities Exchange, and operates a number of television channels and a radio service. Sky Racing Active is an application, a digital pass for access to Sky Racing's live and on-demand racing content across the Thoroughbred, Greyhounds, and Harness racing codes, including coverage from Australia and international racing. It also includes TV programming, as well as race replays and historical archives on-demand.

## Business Objective

Sky Racing aimed to expand its reach to the consumers on the internet utilizing Over-The-Top (OTT) technology to become the 'Netflix of Racing.' The intent was to build their digital presence by providing the content on most of the media devices available in the market, including iOS and Android mobile phones and tablets (with Chromecast and AirPlay support) as well as Apple TV OS.

The OTT platform aimed to achieve the following objectives:

- Catering to the younger generation through OTT to expand the user base
- Providing extensive content around live races to encourage wagering

**Industry:** Consumer Internet

### Highlights:

- Custom CMS to control data across applications from a single platform
- Customized OTT platform development
- Automated ingestion of daily race schedules and real-time updates
- 24x7 monitoring of infrastructure
- Support for over 120,000 active users



## Business Solution

TO THE NEW leveraged its deep expertise in the OTT domain to design and develop a comprehensive and light-weight OTT platform for Sky Racing. We implemented a solution following the best practices for OTT platforms and cross-platform UX design while also ensuring all the vulnerabilities and key security protocols are taken into account.

- Microservices-based, highly scalable platform hosted on AWS cloud
- Engaging design to provide extensive statistics to the user to help in wagering
- Seamless customer experience across devices
- Manage content curation on all applications from a single CMS
- Live race streaming and other VOD content
- Curation of auto and personalized playlist for users based on favorites
- Multi-view to watch various streams simultaneously
- Personalized recommendation engine based on user profiles

## Delivery & Technical Roadmap

- Defined the digital roadmap for the launch of the OTT platform on media devices, including iOS, Android, Apple TV, and other Smart TVs, like LG, Samsung, Foxtel, and Roku
- Organized a 3-week design discovery workshop analyzing business objectives, workflows, and key tasks with the end goal of bridging the gap between punters, owner, and naive users
- Mapped the key interactions against each of the personas
- Leveraged our expertise in UX to develop an engaging design to provide extensive statistics to the user to help in wagering
- Implemented Elasticsearch for advanced search results

## Business Outcome

TO THE NEW helped Sky Racing to develop an OTT platform, using cutting-edge technologies including Kotlin and Swift 5, to build a digital presence for the brand, expanded the customer base, and provided extensive content around live racing to encourage wagering.

- Enhanced user experiences by carefully designing the user journeys
- Helped increase wagering revenue by 40% in six months
- Acquired a new customer base of over 35,000 users on the app within six months of launch

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