

Designed & developed a comprehensive OTT platform for Sky Racing that aims to become the "Netflix of Racing"

Engagement Overview

TO THE NEW worked with Sky Racing, an Australian broadcaster primarily telecasting live thoroughbred, harness and greyhound racing. We built 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 their footfall with over 150,000 downloads during the beta launch phase, far above client expectations and acquire a new customer base of over 50,000 users on the app within 18 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 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
- Push notifications for upcoming races along with the opportunity to create playlists in a spoiler-free environment

Industry: Consumer Internet

Country: Australia

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 150,000 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 cloud platform and apps on multiple platforms such as iOS, Android, Apple TV, and more, 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
- 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
- Deployed our infrastructure monitoring & log analytics solution HAWK, and our in-house OTT development platform, Video Ready for application development
- Leveraged our expertise in UX to develop an engaging design to provide extensive statistics to the user
- 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.

- Sky Racing Active enabled extensive & exclusive hosting from greyhound and harness racing tracks to support much better industry partners' coverage
- Enhanced user experiences by carefully designing the user journeys with automated & personalized recommendations
- Ability to watch multiple streams at the same time & curate playlists of past races
- 150,000 app downloads in beta phase
- Acquired a new customer base of over 50,000 users on the app within 18 months of launch

Know more about our OTT Development services



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