



DIGITAL MEDIA COLLABORATION & COMMUNITY ENGAGEMENT

TECHNOLOGY
PARTNER



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SPORT MOJOS





Transforming
sports
organisations
into digital
media
powerhouses ...



Rich Cheary

PT SportSuite
CEO

OUR STORY

A decade ago we embarked on a journey to build scalable, cloud-based and mobile app and web development frameworks. This proved attractive to traditional media groups looking to digitally transform their print products, establish digital communities and better understand their customers for content recommendations, targeted advertising and subscription services.

We learned along the way, met lots of interesting people, made many friends and collaborated with global media partners. All of which has contributed towards our modular suite of digital products and platforms - known as the Publisher's Toolbox.

In 2019, we felt it was the ideal time for us to shift our digital transformation experience and complementary toolbox of products to positively disrupt the sports industry; by solving critical media rights and workflow issues.

We believed we had the tools to help sports organisations operate like modern media organisations, placing digital media IP, fan community, brand and sponsorship channels front and centre.

Our pivot into sport has been exciting, challenging and rewarding as we've transformed the way teams, players and fans engage and share media with each other and also package digital products more effectively for fans to transact with.

PT SportSuite is on an exciting journey to digitally accelerate sports organisations into media powerhouses that drive consumer engagement and allow analytics to facilitate preferences and recommendations.

Our aim is to ensure sports media rights are protected and freed up across a modular digital ecosystem to attract and entertain across multiple channels to an engaged audience.



UNEARTHING BEHIND-THE-SCENES COMMUNITY STORIES

Leagues, teams, agencies and athletes/players can leverage the interest media partners and fan communities have for athlete generated content and authentic fan media in a way that provides a rich stream of content - paving the way to increased commercial sustainability.

The question is, how do sporting bodies establish a repeatable digital workflow that allows for the commissioning and collection of athlete-generated content, and the safe and secure sharing of this media with brand partners/sponsors or other 3rd parties?

PT SportSuite has the ability through numerous digital modules that drive engagement and sustainability for all stakeholders across all channels.

” Leagues, teams, agencies and athletes/players can leverage the interest communities have for more raw behind-the-scenes branded content and authentic fan media

SIMPLIFYING THE COLLECTION OF COMMUNITY-GENERATED MEDIA

 WATCH VIDEO



#UGC | #digitalacceleration

Sporting leagues, federations, player bodies and clubs are fast-tracking the procurement of integrated and controlled media collection and workflows processes and platforms.

With media ownership and audience engagement at the top of all sporting codes' minds - the decisions made now from a sustainable platform perspective will determine the future scalability and commercialisation of branded sports media across their communities.

It is worth asking some important questions



Do you know how much media is generated within your sport community that you have no sight or influence of?

Would you like to efficiently coordinate the frequency, production and submission of user-generated-content?

Do you have the digital platforms that package, encourage and reward brand and fan media engagement?





Can you leverage the influence of your athletes by commissioning and collecting player-generated content simply and sustainably?

Are you able to collaborate with franchises, federations, media partners and sponsors in an efficient way that protects your digital media IP?

WE CAN HELP...

TRANSFORM YOUR ORGANISATION INTO A DIGITAL MEDIA POWERHOUSE

PT SportSuite's branded media collaboration and workflow platform, provides a simple, multi-functional platform to commission, collect, manage and share digital media

**PT's modularised digital
media platforms facilitate
efficient commissioning,
collection and distribution
of digital media**



**Collaborate with
athletes, partners,
sponsors and
franchises like
never before in
sports**

#DARETOBEDIFFERENT

The PT digital ecosystem has redefined how media can be commissioned, analysed and shared across stakeholder groups.

Collect and share content with your teams, players, fans and sponsors; while protecting the value of your digital assets - all in one platform.

This is your opportunity to take media collaboration across your community to a new level.

BRANDED COMMUNITY ENGAGEMENT TEAM PLATFORMS

CHALLENGE YOUR FRIENDS?



Access controlled, AWS-cloud dashboard

Never miss a media challenge

Centralised and secure storage for incoming media

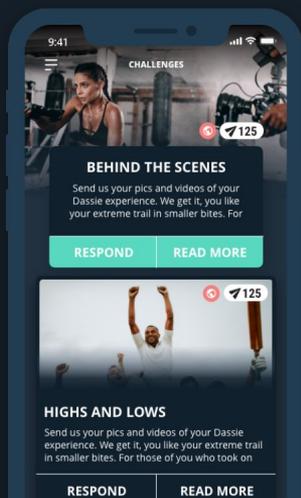
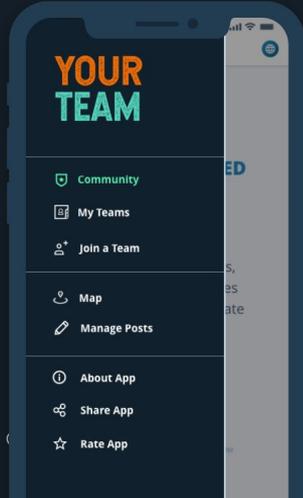
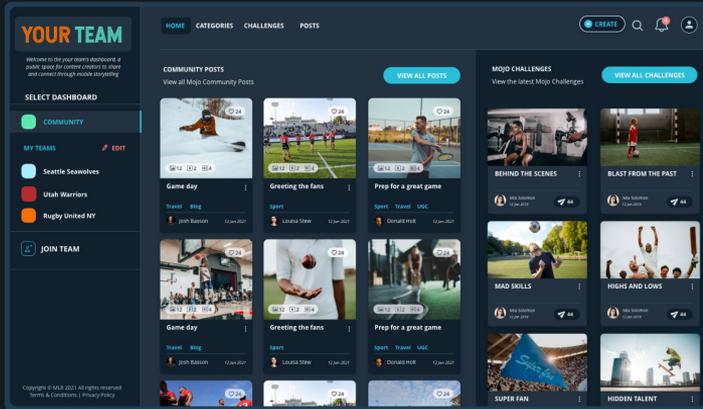
Create and upload packages of photos, videos, audio files and GPS locations

Make content requests via challenges facility

Monetise with sponsored community challenges

Upload media directly in the web dashboard

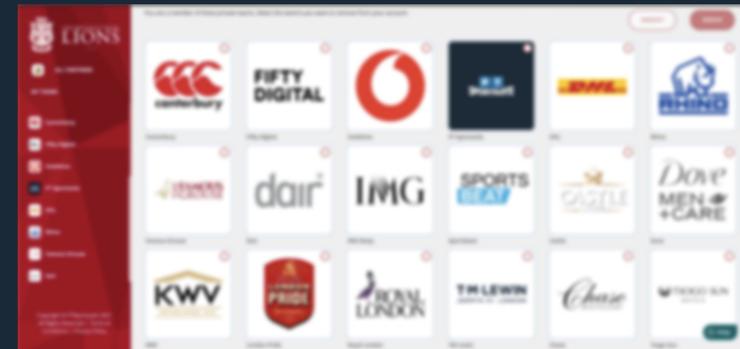
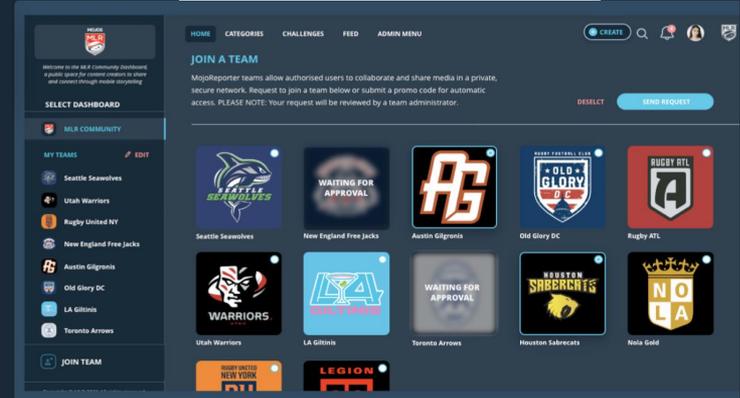
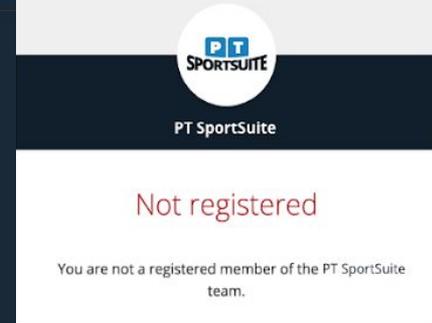
In cloud clipping of video assets



MANAGE ACCESS RIGHTS TO YOUR DIGITAL MEDIA ALL IN ONE PLATFORM

Set yourself apart by establishing your own media partner portal.

Provide your brand, media partners and sponsors with access to exclusive media content – safely, securely and instantly.



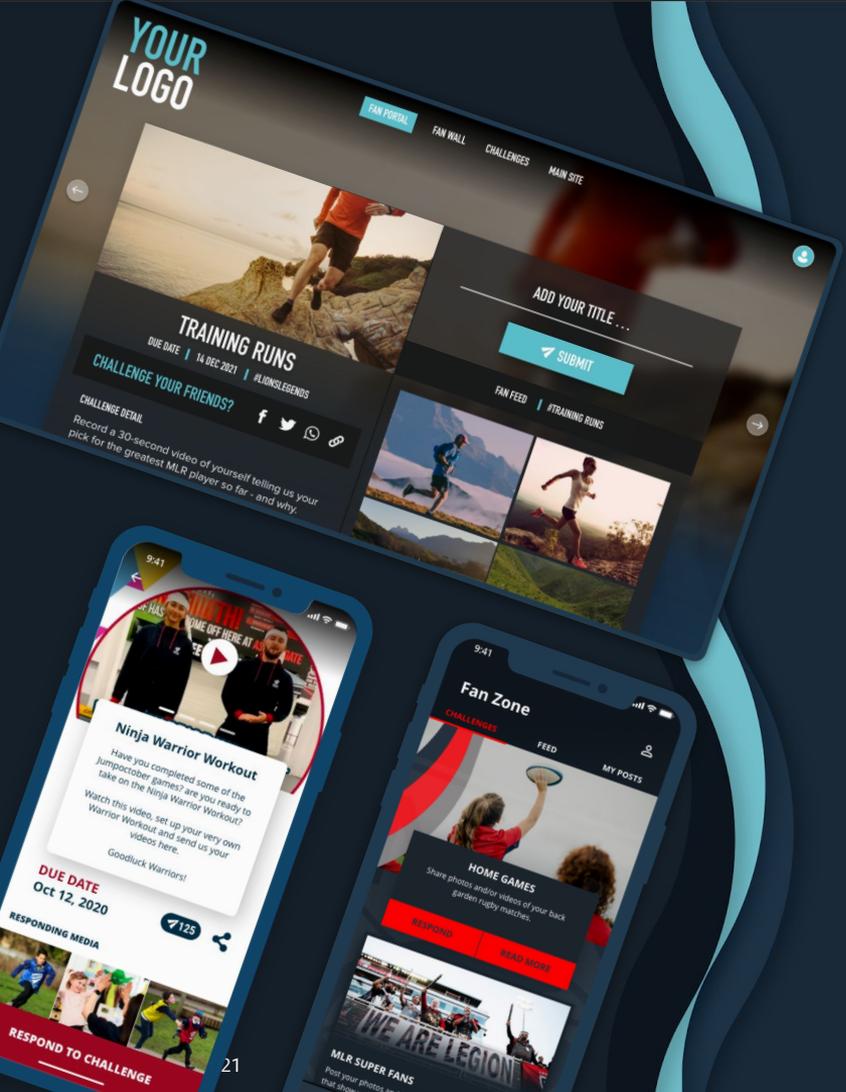
TRANSFORMING COMMUNITIES INTO BRAND ADVOCATES - AND REWARDING THEM

CHALLENGE YOUR FRIENDS?



- Push branded fan Challenges to your web and app properties
- Collect genuine fan-generated media
- Branded campaigns that connect fans and sponsors in a unique way
- Grow your digital fan community by allowing them to tell their fan stories for rewards





YOUR BRANDED PUBLIC-FACING FAN ENGAGEMENT PLATFORMS

Integrate into existing web and social platforms

Register new fan profiles simply

UGC Fan Wall of challenge media

Attract new digital sponsors

In-app Fan Zone modules

Master library of Challenge campaigns

Invite sponsors of fan rewards

Define insight attributes for gamification and engagement leaderboards

SUCCESS!

Thanks for tackling our fan media challenge. Keep an eye on the Fan Wall to view your submission and others from your fellow fans.

Note: all submitted media is reviewed before further publishing

SHARE THIS CHALLENGE



EMPOWERING COLLABORATION ON A NEW LEVEL - WITH MAJOR LEAGUE RUGBY

PT SportSuite and Major League Rugby, North America's professional rugby union competition, joined forces to revolutionise MLR's digital media workflow process, with the aim of co-ordinating media production **between the league, teams and players like never before.**



WATCH VIDEO





PRIVATE TEAM & PLAYER PLATFORMS

“This new digital content system greatly improves our ability to collaborate across the League. I’m most excited about the possibilities for more content generated by our athletes, and improved storytelling of our brand partnerships” - MLR commissioner George Killebrew





Any form of change needs to be handled with minimal disruption and clear added value.

Securing buy-in of all partners, franchises and players is a necessary step in the process of onboarding collaborative media producing partners.

To help MLR communicate the benefits of their new digital media collaboration and workflow platform to the wider MLR professional community, PT SportSuite produced branded communication collateral aimed at generating hype and excitement.

MAJOR LEAGUE RUGBY: CHANGE MANAGEMENT

INCENTIVISING AND REWARDING PLAYER ENGAGEMENT

MLR Mojos App

Mojos app is where you will find the latest Challenges (media posts) from MLR or your team's department, and where you can submit your photos and videos.

The app can be downloaded from the App Store or Google Play.



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How it works

STEP ONE: Sign in to the app

STEP TWO: Tap on the Challenges icon in the bottom menu bar to view the latest Player Challenges.

STEP THREE: Select a Player Challenge, tap on READ MORE to learn more about the Challenge. Once you have captured the required media and are ready to respond, tap on RESPOND TO CHALLENGE

STEP FOUR: Add a title and description to your post, attach your media and upload.

IT'S TIME TO KICK-OFF

Keep an eye out for more communication as the season progresses - starting off with our Player Pre-Season Video Challenge, where you could win one of five \$150 Amazon gift cards.

PROVIDING MEDIA SERVICES THAT EMPOWER THE LIONS TO TELL THEIR STORY

PT SportSuite have established a platform partnership with the British & Irish Lions, one of the world's premium sporting brands. PT SportSuite transformed their digital media workflow process to change the way they collect, store and share their valuable media IP with all stakeholders - including sponsors and fans.

PT SportSuite are enabling unprecedented collaboration - by providing an official media portal that gives sponsors real-time access to exclusive Lions media - and a dedicated Lions branded Fan Portal, allowing fans to tell their #stories.



THE BRITISH & IRISH
LIONS



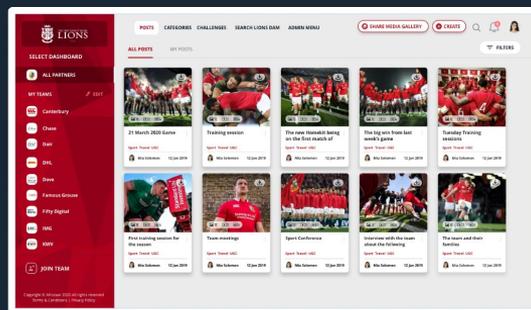
WATCH VIDEO

THE LIONS MEDIA PARTNER PORTAL

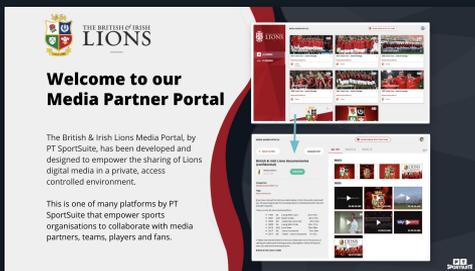
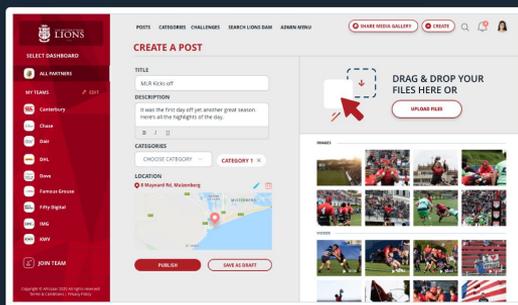
“The digital archive is a fantastic addition and allows us to be more efficient in terms of storage of key digital assets.”

-Shane Whelan, B&I Lions director of media and communication

Full matches, highlights, interviews



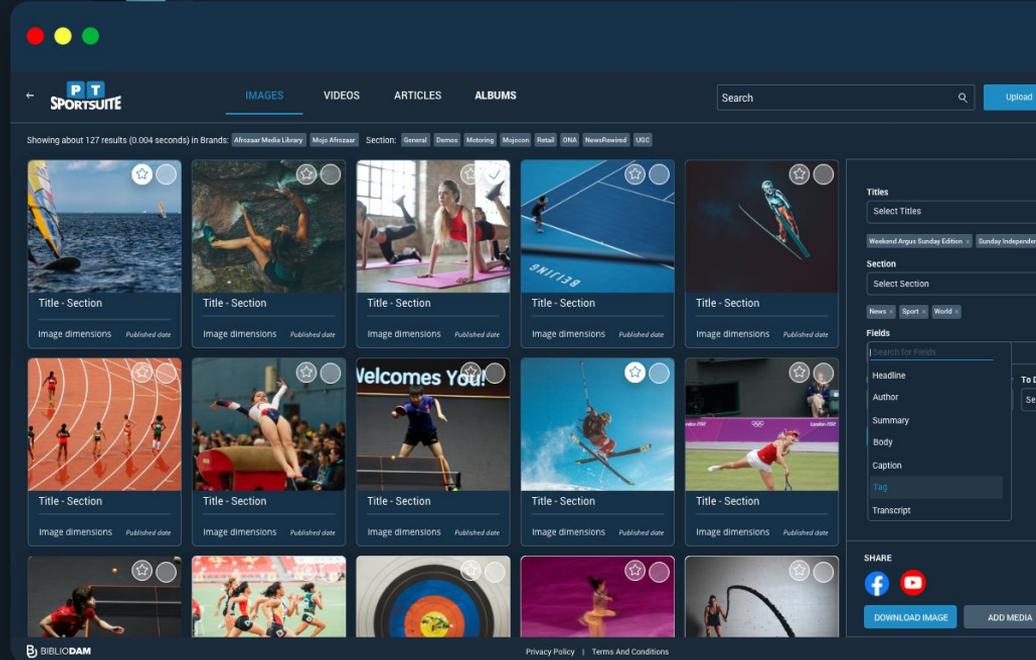
All partners have ability to contribute media



REST ASSURED - YOUR DIGITAL ASSETS ARE SAFE WITH PT SPORTSUITE DAM

All media collected, published or streamed across the PT SportSuite media ecosystem is securely stored in the PT SportSuite AWS-powered DAM (digital asset management) platform, securing the future value, searchability and reusability of your digital media IP.

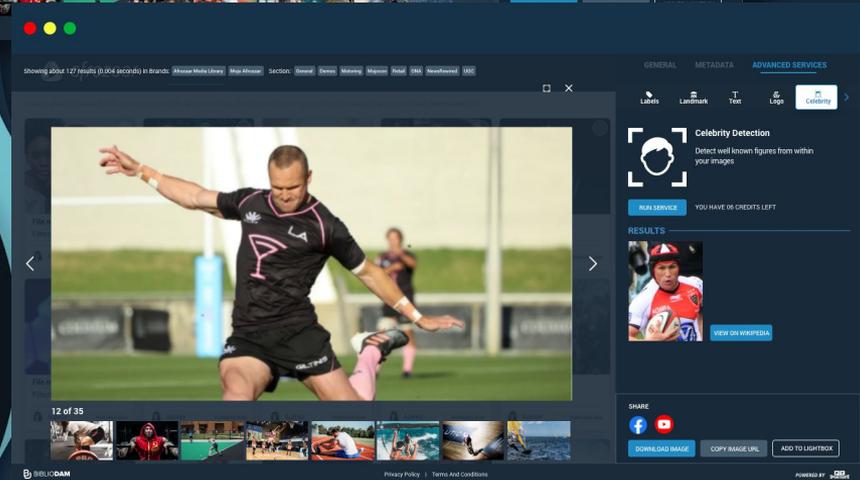
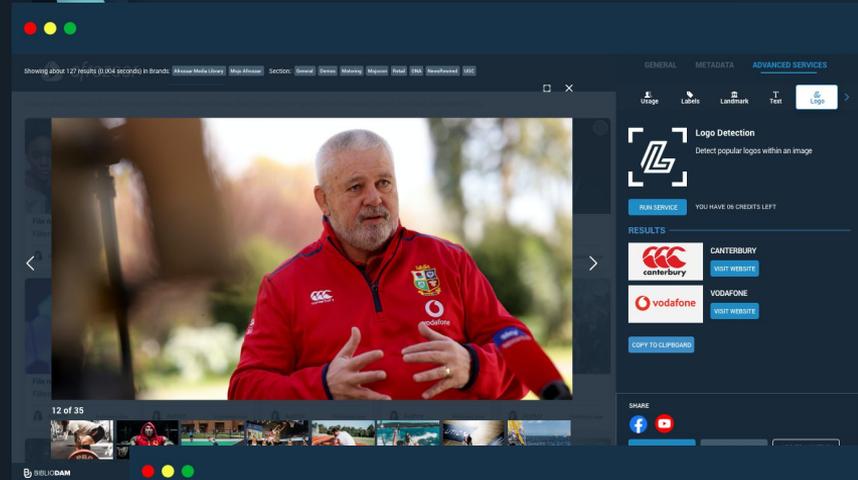
With the correct user permissions, digital media is accessible through a number of APIs and modularised platforms.



Media Intelligence Analysis

PT SportSuite DAM's powerful image and video analysis functionality makes your media infinitely searchable and discoverable

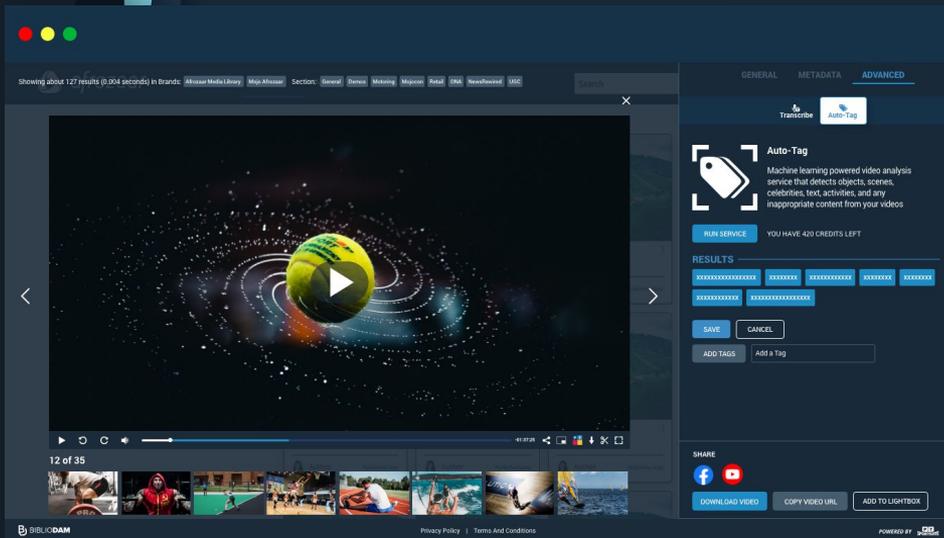
- Text extraction
- Landmark recognition
- Usage detection
- Logo detection
- Celebrity detection
- Explicit content detection
- Image copyright detection



Advanced AI Services

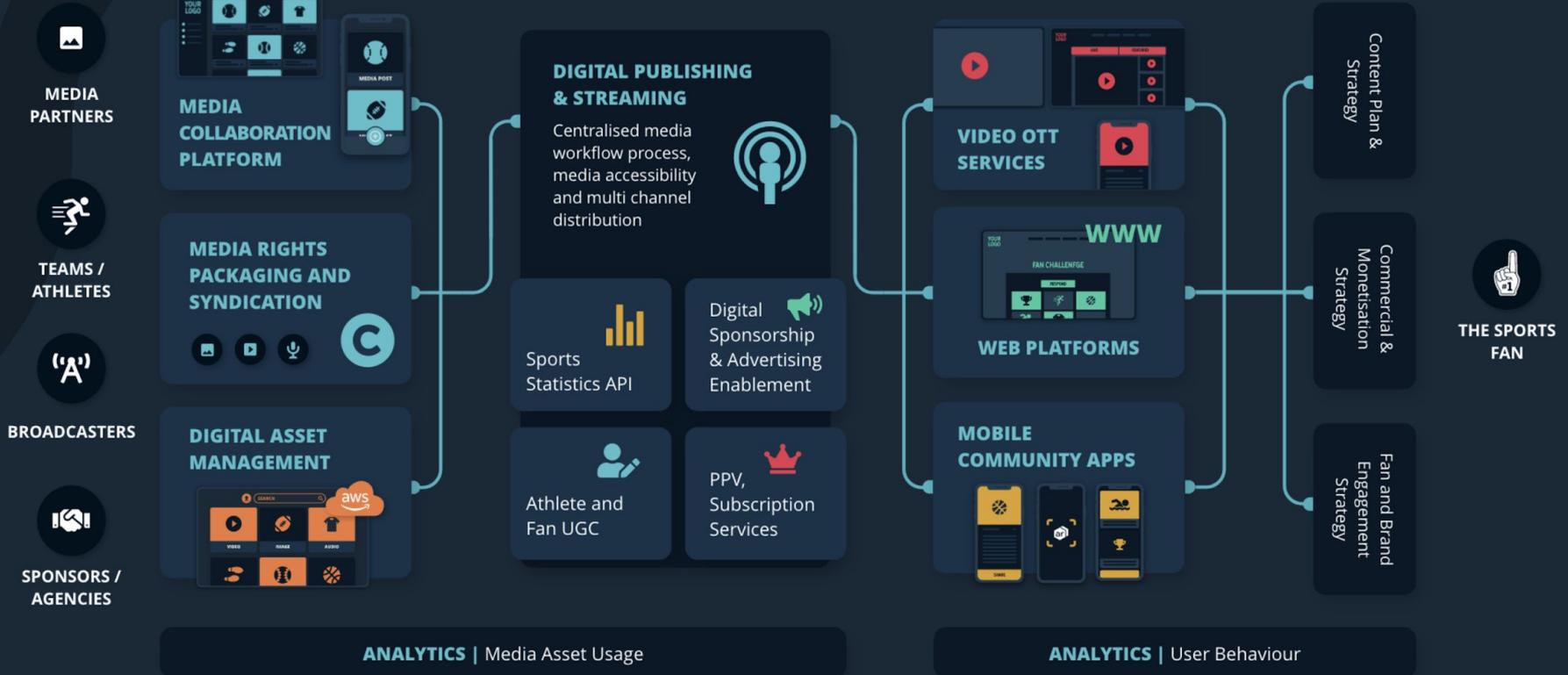
Optimise images effortlessly - saving valuable time and simplifying production workflow

- Video clipping facility
- Video transcoding in any format
- Video transcribing for captions/subtitles
- Dynamically scale and crop media via API
- Dynamically serve web optimised renditions of images
- Optimised images served blazingly fast via global cloudfront CDN



PRIVATE

PUBLIC





#TEAMTALK?

"We look forward to helping you tell your sports stories, by enabling your community to share their experiences and emotions like never before"

Clinton Bosch - CTO

Rich Cheary - CEO

www.ptsportsuite.com

