



Norway
5 million people

How Amedia used live sports to
build a large subscriber base

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Lemonwhale



Amedia

491,000 subscribers

~25% digital-only

Viewers	# sites
0-25k	60
25-50k	14
50-100k	11
100+k	9





Division 4 Soccer





Start with individual
games to build
experience



Follow teams at home
games during a season



Follow teams at all
games during a season

Games

1-2

5

10+





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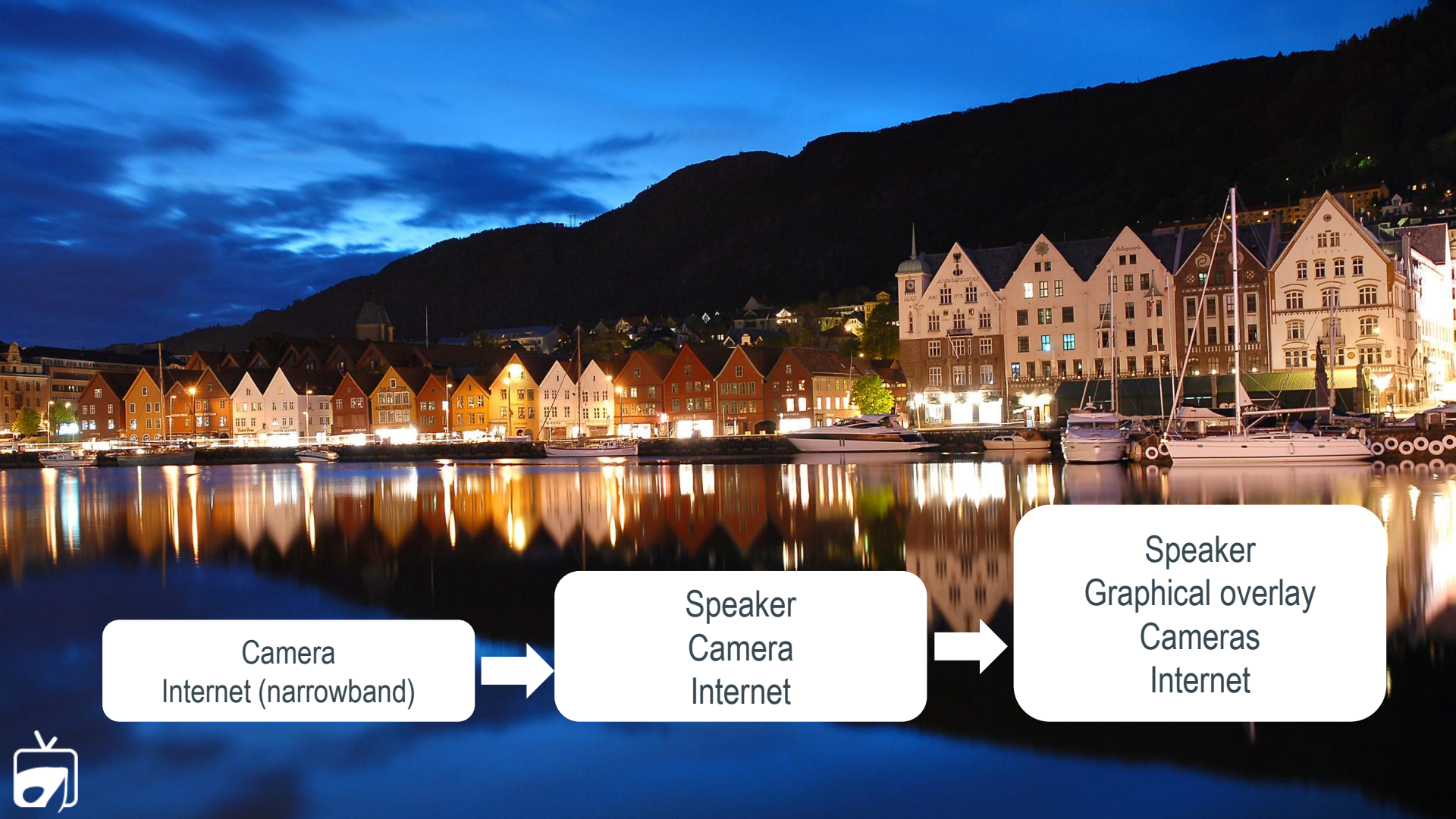
Games

20

150

300





Camera
Internet (narrowband)



Speaker
Camera
Internet



Speaker
Graphical overlay
Cameras
Internet





Start

1 - 1

Viking



63:23



Business models for success

- Subscription
- Sponsorship of game
- Sponsorship of series
- Distributing content to teams & TV





Lemonwhale
PUBLISHER VIDEO PLATFORM

Amedia used Live streaming to build a
subscriber base of 491,000 -
25% being digital only

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