

acacTV

CASE STUDY



WORLDPLAY™
VIDEO PLATFORM

SNAPSHOT

ORGANIZATION:

Alberta Colleges Athletic Conferences

LOCATION:

Alberta, Canada

THE CHALLENGE:

Provide ACAC with a self managed video platform capable of live streaming, VOD hosting, game sharing, and monetization to reach international audiences and enhance member organizations' athletic programs.

SOLUTION:

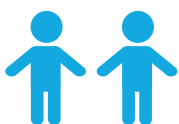


ACACTV

ACACTV was built using the Worldplay Video Platform. It's home to 17 member institutions that broadcasts live weekly games to fans around the world. Monetization methods include: Pay-per-view, sponsorships, pre-roll advertising, and member channels.

THE FIRST 90 DAYS:

REACHED



34,105
PEOPLE

55,107
HOURS
VIEWED

6 3 4

LIVE
GAMES



ABOUT ACAC

Alberta Colleges Athletic Conference (ACAC) is a member of the Canadian Collegiate Athletic Association (CCAA) and has established itself as one of the preeminent college athletic conferences in Canada. Since 1969, ACAC has been regulating, coordinating and promoting athletics across Alberta and beyond.

Today, ACAC is comprised of 17 scholastic organizations from Alberta and Saskatchewan. These member organizations send their best Male and Female talents to compete against each other in a total of 10 sanctioned sports.

ACAC's mission is to provide competitive collegiate sport experiences, promote academic achievement and be a leader of sport development in Canada.

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AS A SPORTS ASSOCIATION WITH ATHLETES FROM AROUND THE WORLD, CONNECTING ATHLETES TO THEIR COMMUNITIES ABROAD IS ONE OF OUR TOP PRIORITIES. BEYOND THIS, WE REALLY HAD NO IDEA WHAT WE WERE DOING WITH OUR VIDEO CONTENT. WE WANTED A PARTNER THAT GAVE US THE TOOLS WE NEED TO DEVELOP OUR ORGANIZATION WHILE INCREASING THE VALUE OF OUR BROADCASTS.

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– MARK KOSAK, ACAC CEO

THE CHALLENGE

TAKE CONTROL OF VIDEO PRESENCE

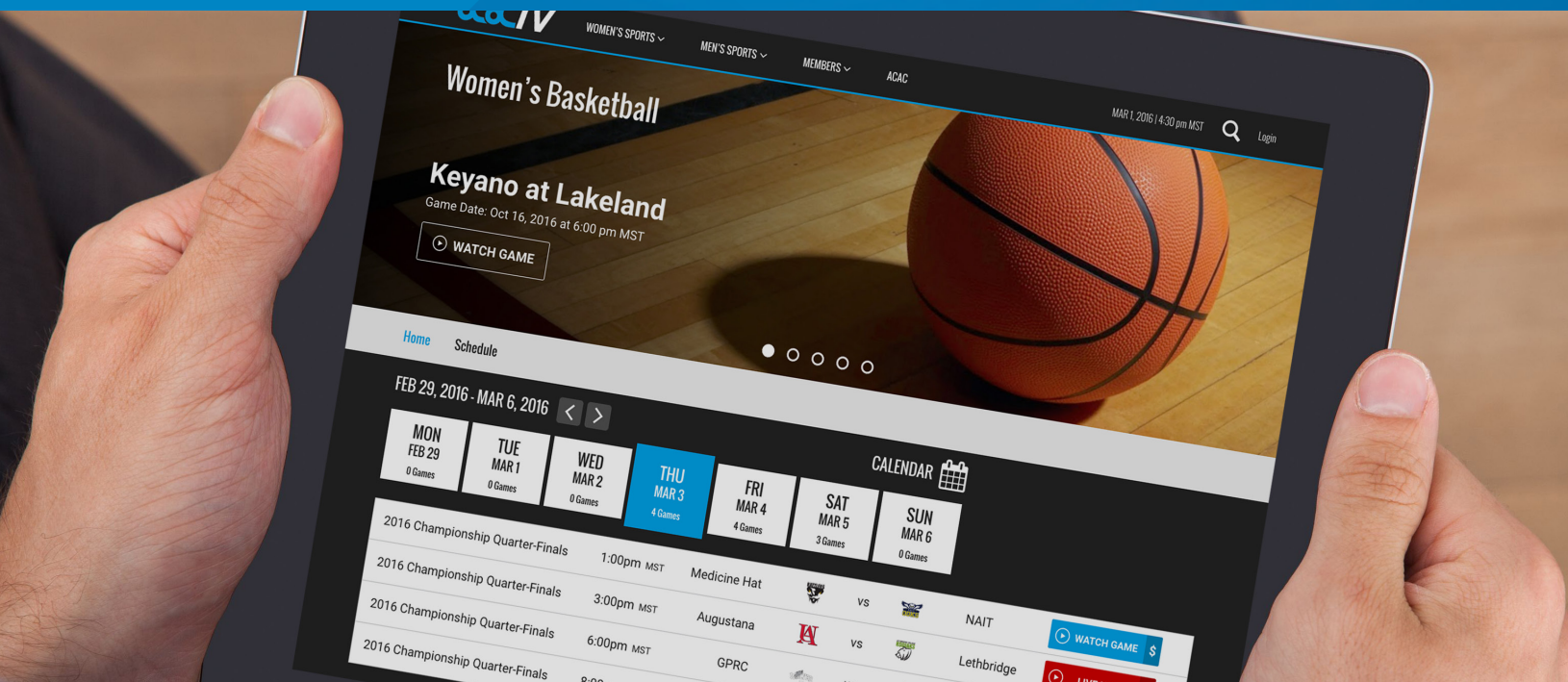
ACAC has been streaming online games since 2009, and since that time has attracted a loyal viewing audience. With the growing demands of the organization, ACAC needed an all-in-one video solution that could stay current with the demands of the market and scale accordingly with their users.

To increase efficiencies and improve the overall customer/user experience, ACAC needed a video solution that gave them complete control over their video platform as well as meet the following requirements:

- Greater control over content and distribution.
- Alternative monetization methods beyond static advertising
- Full retention of any revenue generated by the platform
- On-call support
- Immediate game tape downloads for coaches and scouts

// WE HAVE CHOSEN TO WORK WITH WORLDPLAY OVER A NUMBER OF OTHER VERY ATTRACTIVE BIDDERS, TO PROVIDE WEBCASTING AND GAME TAPE EXCHANGE SERVICES TO THE ACAC. WE ARE EXTREMELY EXCITED ABOUT THE LIMITLESS POSSIBILITIES THAT THIS OPPORTUNITY CAN ACHIEVE FOR BOTH THE ACAC AND WORLDPLAY. //

- MARK KOSAK, ACAC CEO



THE SOLUTION

In the fall of 2016, Worldplay provided ACAC with an online video platform, ACACTV.

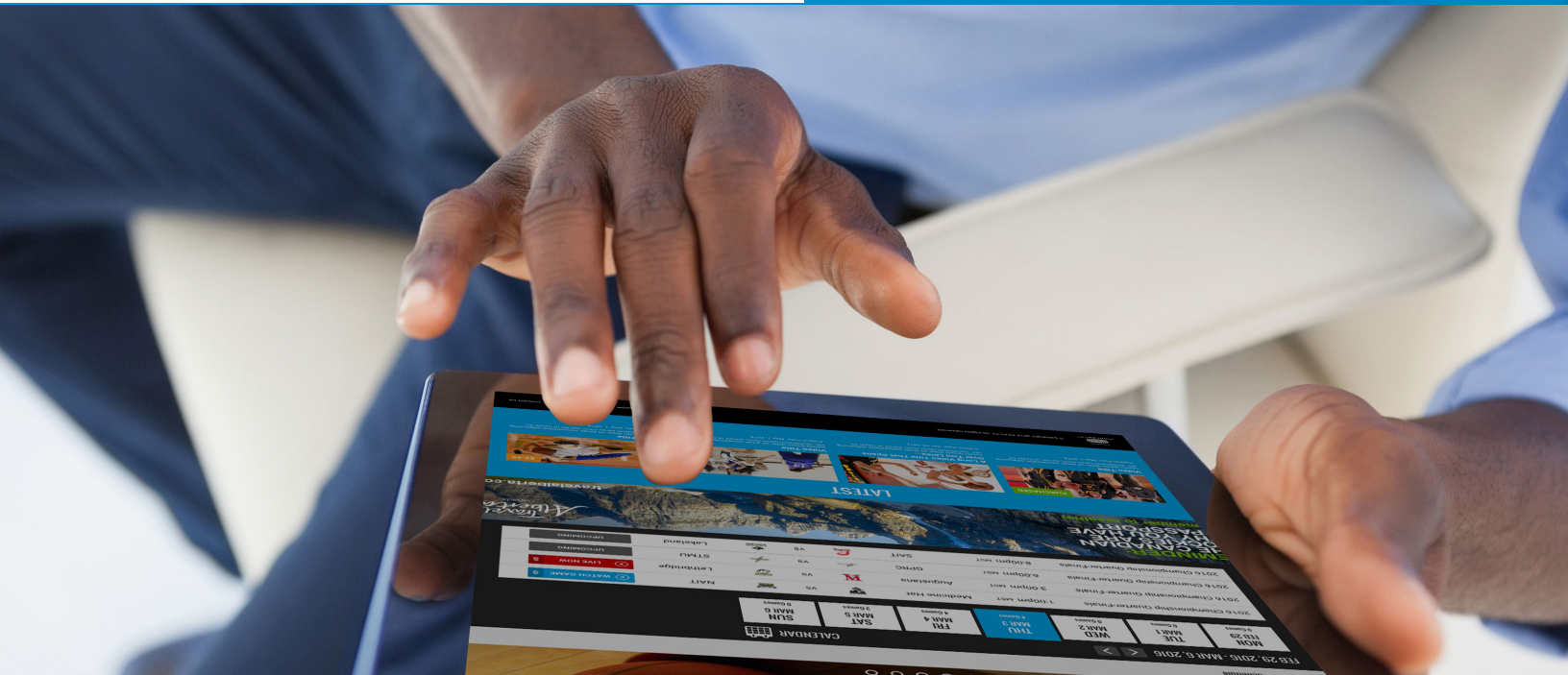
Since launch, ACACTV has quickly become a premium provider of live online matches. Every broadcast is instantly converted to video-on-demand (VOD), giving audiences around the world the ability to watch and re-watch games from 17 member institutions.

The platform has attracted large corporate sponsors, who advertise on the platform via banners and pre-roll ads. New revenue opportunities have added to the success of the platform, most notably through pay-per-view access to championship matches.

www.acactv.ca

“ WORLDPLAY EXCEEDED OUR EXPECTATIONS. NOT ONLY DID THEY MEET OUR REQUIREMENTS, BUT THEY GAVE US THE ABILITY TO DEVELOP A COMPLETELY NEW BUSINESS MODEL USING ACACTV. ”

- ANTHONY WONG, ACAC



WATCHED IN **87** COUNTRIES