

CASE STUDY

GLOBAL SPORTING ORGANIZATION

CREATES DYNAMIC

DIGITAL OFFERING WITH CSG

RESULTS

With CSG Ascendon, the customer has established a premium digital offering, delivering on-demand content to fans in over 118 countries, supporting six languages and eight currencies. They now effectively attract a digital-savvy demographic, providing a scalable, personalized viewing experience for global sporting events.



118

countries



6

languages supported



8

different currencies

WHO?

The customer is a leading global sporting organization, with a cumulative TV audience of over a billion individuals worldwide.

WHAT?

The customer faced a decline in its TV audience due to the shift from free-to-air (FTA) to paid access for live events. To counteract this reduction and attract a younger audience, they needed to digitally transform their offerings to cater to both existing loyal fans and new fans seeking in-depth content beyond traditional FTA coverage. They aimed to develop a fully-fledged over-the-top (OTT) television offering to deliver live, interactive content, as well as a personalized digital subscriber management solution to scale with international interest.

HOW?

The customer selected CSG Ascendon, a cloud-native, SaaS monetization solution, to create a customizable, flexible, and dynamic digital experience for their fans. Ascendon managed user identities, subscriptions, payments, entitlements, and devices, providing a personalized sporting experience.

This allowed the customer to offer geo-segmented and customer-specific targeted offers with subscription tiering, and to operate unique experiences for specific markets, languages, currencies, and content. The solution ensured seamless handling of peak traffic for registrations, account access, and payment transactions during large live events.