



## GLOBAL SPORTING ORGANIZATION CREATES DYNAMIC DIGITAL OFFERING WITH CSG

### THE CHALLENGE

The customer is a leading global sporting organization, with a cumulative TV audience of over a billion individuals worldwide. A large part of their income comes via TV media rights from participating networks and pay television operations. The customer saw live events were shifting from free-to-air (FTA) to paid access, which meant a reduction in the overall TV audience.

The customer needed to offset this reduction and attract a younger audience. To accomplish their goals, they needed to digitally transform their offerings to cater to existing loyal fans, as well as new fans who wanted more in-depth content beyond the FTA coverage offered in certain markets. They started by creating a package of niche apps but needed a fully-fledged over-the-top (OTT) television offering to deliver live, interactive content to their audience. To keep up with a crowded sporting landscape, the customer also needed a compelling, personalized digital subscriber management solution to scale with international interest. CSG was ready to help.

**118 COUNTRIES**

**6 LANGUAGES SUPPORTED**

**8 DIFFERENT CURRENCIES**

### THE SOLUTION

With large live sporting events, it can be challenging to quickly connect fans to the live event while handling peak traffic for registrations, account access and payment transactions. CSG Ascendon, a cloud-native, SaaS monetization solution, helped the customer create a customizable, flexible and dynamic digital experience for their fans.



As part of a complex ecosystem of partners, CSG offered subscriber management, while also overseeing payment gateways and processing. Ascendon manages user identities, subscriptions, payments, entitlements and devices, giving each user a sporting experience tailored to their preferences. The solution allows the customer to offer dynamic geo-segmented and customer-specific targeted offers with subscription tiering. With Ascendon, the customer can also operate unique experiences for specific markets, languages, currencies and content.

## THE RESULTS

After building their digital offering from the ground up, the customer has cemented its position as a global brand with premium content delivered on-demand to their fan base. Ascendon handles the lucrative monthly and annual subscriptions in over 118 countries. With Ascendon, the customer can scale for large events, while supporting six languages and eight different currencies. With a dynamic and personalized digital solution, the customer can appeal to a digital-savvy demographic who can watch sporting events when and how they want.

## ABOUT CSG

For more than 35 years, CSG has simplified the complexity of business, delivering innovative customer engagement solutions that help companies acquire, monetize, engage and retain customers. Operating across more than 120 countries worldwide, CSG manages billions of critical customer interactions annually, and its award-winning suite of software and services allow companies across dozens of industries to tackle their biggest business challenges and thrive in an ever-changing marketplace. CSG is the trusted partner for driving digital innovation for hundreds of leading global brands, including Airtel Africa, América Móvil, AT&T, Charter Communications, Comcast, DISH, Formula 1, Hutchison 3 Indonesia, Inmarsat, Mastercard, Maximus, Microsoft, Mobily, MTN, New Leaf Service Contracts, State of California DMV, TalkTalk and Telstra.

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