

OTT



Get closer to new consumer habits through an innovative, scalable and flexible platform

Benefits and business impact

- Get to know your fans with **behavioral analytics**
- **Personalize experiences** with content recommendation algorithms
- **Maximize interaction** with OTT-specific Customer Journeys
- **Monetize** the audiovisual product
 - Multiple **subscription models**
 - Insertion of **sponsored spots or advertising**
- **Accessible** - from any device
- **Multi-format** - LIVE and VOD content



Leverage new content consumption habits through an innovative, scalable and flexible platform

Connect to our unique **Digital Ecosystem** and **Data Platform** designed specifically to serve the content of sport properties with our B2B OTT Platform:



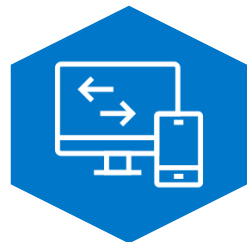
End-to-end solution



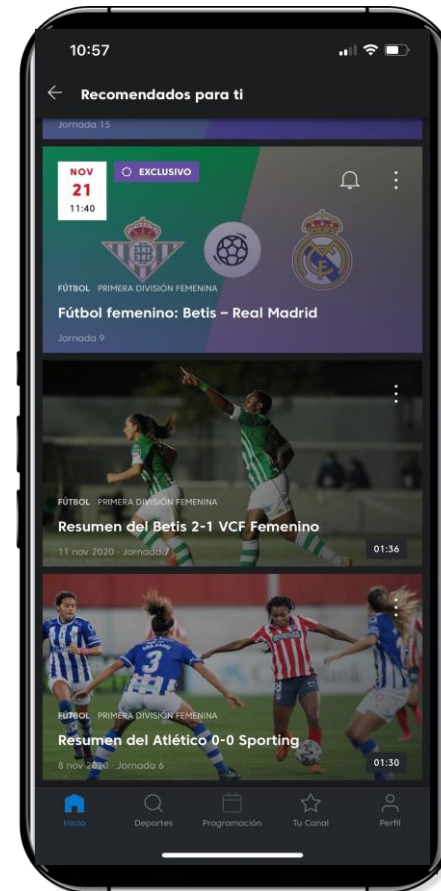
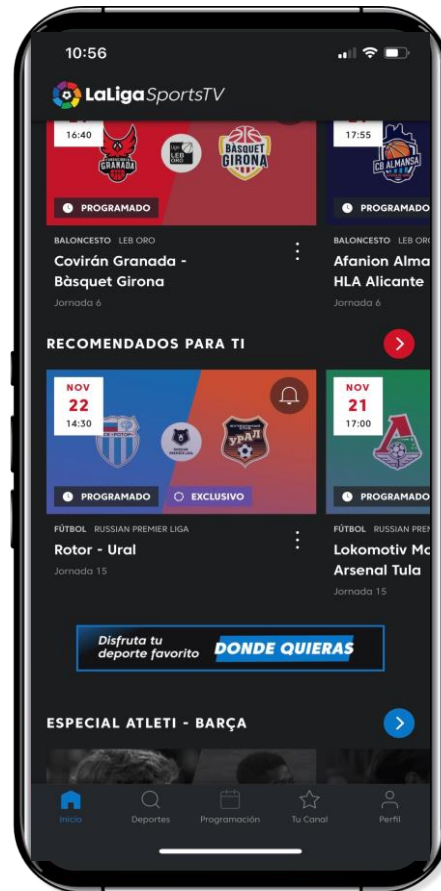
Live and VOD content



Advanced analytics



Multiplatform

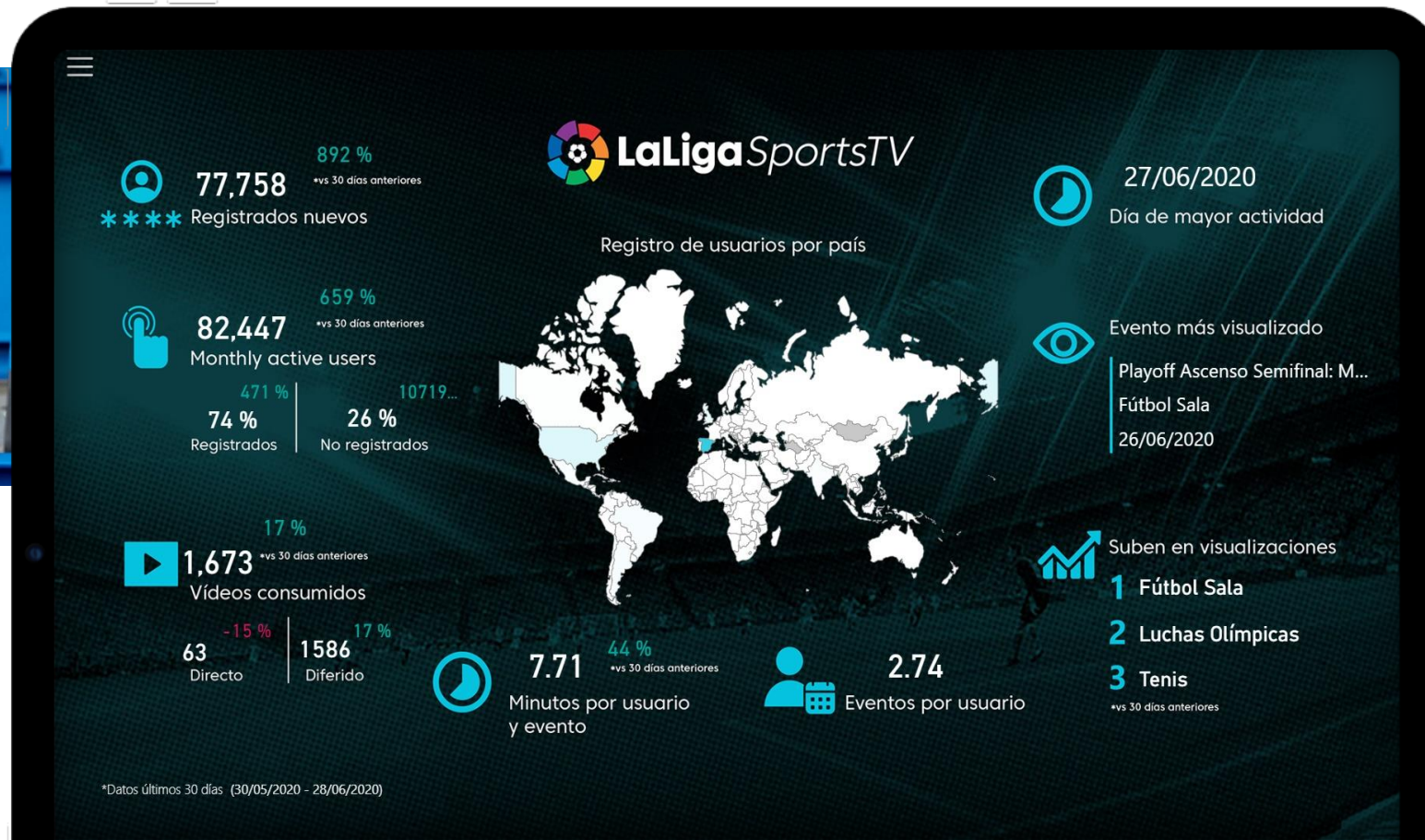


Description OTT



Business Intelligence

» LaLiga Tech as a digital and data-oriented organization



How we differentiate ourselves

We come from sports and entertainment

We understand your business challenges
+ 6 years developing technology for LaLiga and other sports properties

We have a multi-disciplinary team of more than 100 industry experts



Experience



Ecosystem vision



Talent



Advanced Analytics



Data-driven decision making that brings companies closer to their strategic objectives

Holistic and modular offering

Our single data-driven ecosystem generates value and enriches your business



Our mission

Empower the **Sports & Entertainment** sector with **modular technology solutions** that enable clients to address the challenges and opportunities of **fan, competition and content management.**

Enable data-driven decisions through a digital ecosystem and specific products



CONNECT



OPTIMIZE



CONTROL



EXECUTE

LaLiga Tech is structured around a unique data-driven ecosystem

Capabilities

Understand your fans creating a single fan view (360°)

Perform data-driven marketing activations

Monetize customer Intelligence

Improve competition management, operational efficiency



Provide valuable insights to professionals & fans

Fight against digital piracy

Protect your brand's value

Harness the power of AI capabilities to take data-driven decisions

LaLiga Tech

The unique benefits of this model

The keys to our digital ecosystem

Accessible

Adapting to the needs of small, medium & large organisations



Scalable

Enabling clients to expand their technology footprint over time

Specialist

Products developed by and for sports

Products that co-exist and interact within the ecosystem

