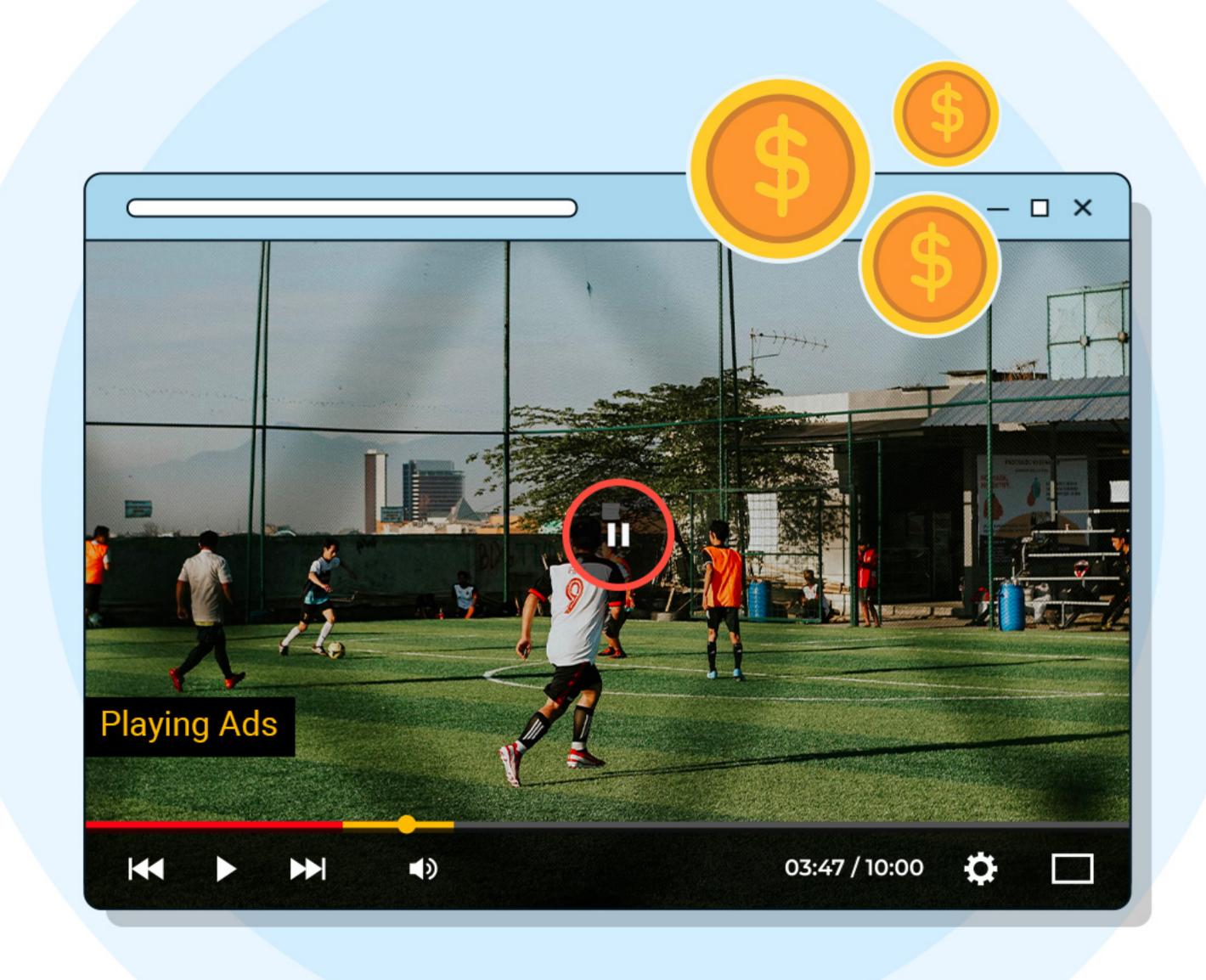
## FOOTYLIGHT PARTNERS WITH ANIVIEW TO 2X CONTENT CIRCULATION AND INCREASED REVENUE

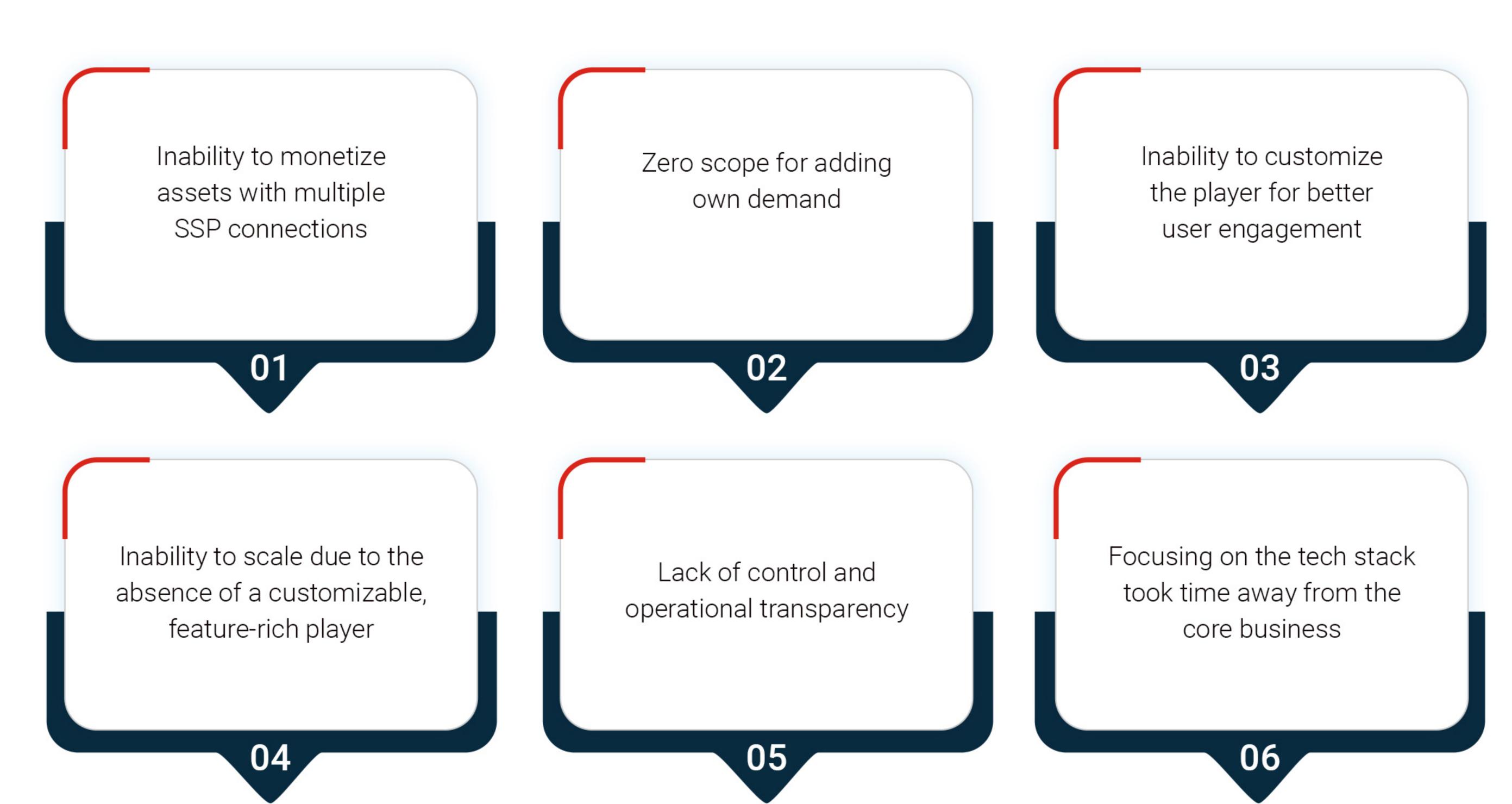




Footylight is an Al-powered multidimensional platform catering to 1.60 Mn football fans across the globe. With Footylight football fans get access to personalized content such as the latest match results, league tables, fixtures, match stats commentary, and more. Footylight is connected to Premium SSPs, Google MCM partners alongside PMP demand partners for Tier 1 countries such as USA and Australia. Footylight has established itself as a one-stop solution for all football fans across the globe.

## THE CHALLENGE

Footylight's existing Video Player + Ad Server System created several challenges resulting in a lack of control, flexibility, operational transparency, and scale.



## ANIVIEW'S SOLUTIONS



Aniview enabled Footylight with 24X7 support, knowledge transfer, and operational expertise



Onboarding
Aniview's tech team
worked with Footylight to
set up the entire video
monetization solution from
the ground's up



Superior Tech
Complete video solution with
features to create customized
player templates, easy to
deploy, lightweight and
scalable



premium demand via

Aniview's Market place



Operational Transparency

Complete transparency into yield behavior of programmatic demand



The solution was customized to include new features such as using RSS feeds to play website content on the player



Demand Integration
Flexibility to integrate
demand from any
programmatic and direct
video partners

## RESULTS

2X Content Circulation 30%

Increase in Revenue

15%

Reduced Overhead Hours 120%

Increase in CPM with marketplace and google MCM

Player flexibility, ease of demand integration, and operational ease have positioned Footylight to Scale rapidly and focus only on their business and not the underlying tech



Aniview team stands out with their innovation, support and communication.

They are definitely an important partner of Footylight who helped us to grow since we adopted Video Player Technology

Niloy Das

Co-founder, Footylight