

Cronulla Sharks of the Australian National Rugby League

THE CHALLENGE

The Cronulla Sharks of the Australian National Rugby League (NRL) was looking to deliver live broadcasts to its passionate fans.



OOYALA SUCCESS STORY

SOLUTIONS

- ◆ The Cronulla Sharks, which had plans in place for live video capture, signed up to become the first club in the NRL to deliver live broadcasts.
- ◆ The Cronulla Sharks worked with the NRL's digital rights partner Telstra and Ooyala to use the Ooyala Live platform.

Ooyala helped deliver a
match live stream to over

30,000

rugby fans in 38 countries

IMPACT

- ◆ The Sharks' first match live stream reached over 30,000 fans.
- ◆ Mobile phones represented nearly 60% of devices used to access the event, and about 10% of fans watched for over 28 minutes.
- ◆ In total, the Sharks live stream reached viewers in 38 countries.
- ◆ With the success of this effort, the club began to present regular live match broadcasts, along with a live pre-game show before each home match and a weekly live fan-commentary show, SharkCast TV.

“With Ooyala Live, we delivered continuous, premium-quality video of Sharks rugby league to both local and internationally dispersed fans... Further, 39 percent of the viewers who streamed the game were completely new to our site, proving we have a significant opportunity to reach and deliver live rugby league to untapped audiences that can't get to games or prefer to watch content online.”

SCOTT MAXWORTHY

HEAD OF DIGITAL COMMERCIALIZATION,
CRONULLA SHARKS



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Ooyala helps deliver content that connects. A US-based subsidiary of global telecommunications and IT services company Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a leading ad serving and programmatic platform and media logistics solution. Built with superior analytics capabilities for advanced business intelligence and a strong commitment to customers' success, Ooyala's industry-leading end-to-end solutions help large-scale broadcasters, operators, media companies, enterprises and brands build more engaged and more profitable audiences, and monetize video and TV with personalized, interactive experiences across any screen. ESPN, NBCUniversal, Star India, Sky Sports (U.K.), ITV Studios (U.K.), RTL Group (Germany), M6 (France), TV4 (Sweden), Mediaset (Spain), America Television (Peru), and Media Prima (Malaysia); these are just a few of the hundreds of broadcasters and media companies who choose Ooyala. Headquartered in Silicon Valley, Ooyala has offices in Chennai, Cologne, Dallas, Guadalajara, London, Madrid, New York, Paris, Singapore, Stockholm, Sydney, Tokyo, and sales operations in many other countries across the globe.