CazéTV World Cup Predictor

🗣️ Fan Arena is a fantasy sports gaming studio with proven experience in creating engaging and sustainable games for fans, leagues and sports media all around the globe. This proposal outlines a fantasy football game for CazéTV during the 2026 FIFA World Cup.

Prepared for: LTV55

Prepared by: Fan Arena

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Project: World Cup Prediction Game for Globo's CazéTV

Overview

Fan Arena proposes a **World Cup-scale prediction ecosystem** built on our **Predictor** product, delivered as a **fully managed, integrated, responsive web experience** integrated into your digital properties. Fan Arena's predictor offering is designed to be **easy to play, accessible to all fans**, and can be customized for your audience and commercial objectives.

🧱 **Key building blocks:**

1. **Match Predictor** (group stage + all matches): 1×2, correct score, private and public leagues, achievements and freemium game options
2. **Fully integrated delivery**: SSO and freemium integration, data feeds, infrastructure, analytics and reporting.

Why Fan Arena?

There are a few companies who could potentially help you with this project, so why work with us?

Let us express our value through our **STRIKER** framework 😅, which captures the performance, reliability, and strategic insight we bring to every project:

1. **Specialized**. Fan Arena games are **turnkey**. We deliver a polished, fun game and also take charge of its management and operations post launch. Just sit back and play.
2. **Tailored**. We craft each of our games with **custom** designs and rules to align closely with the specific needs and goals of your target audience.
3. **Reliable**. We offer a **bug-free guarantee**. If at any point in the future a bug is discovered in the code, we will fix it free of charge.
4. **Insightful**. We also willingly offer our specialized **marketing insights** to help you attract a broad and engaged audience.

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5. **Knowledgeable**. We have highly relevant experience with **professional sports leagues** and **media companies** of various sizes and sports, such as the Belgian Pro League, the Latvian Virsliga, DPG Media Belgium and The Netherlands, VRT Sporza and Gaming1.
6. **Established**. We have been creating fantasy sports **over ten years,** and operate independently, without debt or external shareholder involvement, ensuring complete stability in our strategy and daily service to customers.
7. **Responsive**. Additionally, we **guide** you on the best ways to incorporate fantasy into your overall fan engagement and digital strategy.

Sounds good? Let's dive in the proposal! 🏊

1. Robustness, Scale & Reliability

1.1 Peak Performance & Proven Scale

Proven high participation across client programs: for example, DPG Media's "Golden Games" has seen **hundreds of thousands of teams created (and paid)** over the past three years as part of a Fan Arena–maintained and continually evolving platform. Likewise, our Grand Tour cycling games (e.g., Tour de France) reliably handle **major traffic spikes** at peak moments, especially immediately after stages finish.

Fan Arena proposes a World Cup-specific architecture and operational plan built around:

- **Global CDN + edge caching** for all static assets and cacheable client application (reduces origin load dramatically).
- **Queue-based write buffering** for high-volume actions near deadline (prediction submissions, league joins) to serverless key-value databases.
- **Horizontal autoscaling** of stateless application services.
- **Read-optimized data layer** (replicas / caching) for leaderboards and standings.
- **Throttling + graceful degradation** modes ("read-only leaderboards" fallback, delayed leaderboard refresh) to protect core submissions.
- **Pre-deadline "burst readiness"** runbook: scale-up window and cache warmup.

> 💡 Note: Fan Arena already operates on cloud infrastructure and deploys on **AWS São Paulo (sa-east-1)**, which enables elastic scaling patterns suitable for World Cup peaks.

Load-testing plan (pre-go-live):

- Baseline: 15.000.000 users with 1.5M RPS (requests per second) with full World Cup dataset and generated prediction data
- Stretch: burst test approximating "deadline minute" behavior (ca 1 hour)
- Soak test: sustained high read traffic during live match windows

1.2 Infrastructure & Platforms

- Fan Arena runs on cloud infrastructure and will deploy on the **AWS São Paulo region** to ensure localized speed and performance.
- Fan Arena provides **technical support & SLAs** as part of its service model, with the specific SLA percentage to be defined in the World Cup SOW.

- A 99.5% during tournament period, with an event “freeze window” during matchdays.
- **Web and Mobile** through responsive web app to keep costs in check while delivering a superior UX thanks to our prediction components.

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2. Local Support & Operational Coverage

2.1 Local Presence & Timezone Alignment (Brazil)

> **Is there support available in Brazil?**

- Fan Arena wants to establish a Brazil-aligned support “pod” either Fan Arena-provided, client-provided, or jointly staffed with a local first line response resource. This ensures coverage in **BRT** during peak match windows with a Portuguese-speaking L1 contact, and L2 escalation in English directly to the Fan Arena core-team.

> **How is timezone coverage handled for Brazil?**

- “Follow-the-sun” model:
  - War-room windows aligned to match schedule (esp. high-traffic pre-kickoff) with Fan Arena team to be available and stand by during:
    - Mexico - South Africa (1st game)
    - All of Brazil’s games
  - Brazil “pod”: BRT peak coverage
  - Fan Arena team: CET coverage, off-peak monitoring + engineering escalation

> **Are dedicated local account managers available?**

- Fan Arena wants to assign a Brazil-based **dedicated game manager**

2.2 Support Availability

> **Is 24/7 support guaranteed during peak periods?**

- Fan Arena is normally available during business hours for clients; for the World Cup we propose a **dedicated event coverage** aligned to Brazil's match days.

> **What are SLA response times for critical incidents?**

- **For contract:**
  - P0 (platform down / submissions blocked): 30 min acknowledge, 60 min mitigation target
  - P1 (major degradation): 30 min acknowledge, 4 hr mitigation target
  - P2: 4 business hours acknowledge
  - P3: next business day

> **Is a dedicated "war-room" structure available for major events?**

- Yes, scheduled war-room calls for:
  - Opening match day
  - All of Brazil's match days
  - Knockout start
  - Semi-finals + Final
  - Any other match flagged as "high-traffic risk"

2.3 Escalation Structure (RACI)

> **Who handles:**

- **Level 1 – user issues:**
  - Brazil "pod" handles L1 (chat / email), Fan Arena provides training
- **Level 2 – technical issues:**
  - Full Fan Arena product support
- **Level 3 – infrastructure incidents:**
  - AWS escalation with Fan Arena DevOps support

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3. User Support & Incident Management

Operational ownership of user issues and incident resolution.

> **Who handles end-user complaints?**

- Centralize complaints or questions in a single Slack channel

> **Who handles technical bug reports?**

- Fan Arena handles technical issue investigation and fixes as part of running the game smoothly.

3.1 Escalation Processes

> **Defined workflow for critical bugs:**

- Severity-based workflow (P0–P3), with:
  - Rollback toggles / feature flags
  - Repro steps + impact assessment
  - Hotfix lane (with approval + automated testing)

> **Defined workflow for large-scale incidents:**

- Incident command structure:
  - Communications lead (Client)
  - Incident Resolver (Fan Arena)
  - Data provider liaison (Fan Arena)
  - Infrastructure liaison (Fan Arena)

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4. Security, Compliance & Governance

4.1 Data Protection

> **Is the platform compliant with LGPD / GDPR?**

Since the game will authenticate its users through a provided SSO solution, Fan Arena will not process any user data besides uuid (unique user ID) and in-game names (publicly available data).

- Fan Arena supports GDPR-oriented data handling of **data storage** when using client SSO, and that data is GDPR-compliant.

> **Where is user data hosted?**

- Fan Arena's services will be hosted in Brazil (AWS sa-east-1 São Paulo).
- No other locations will be selected due to project requirements.

> **Relevant certifications (ISO, SOC, etc.)**

- We do not consider a certifications need due to the nature of our game and offering

4.2 Youth Safety (13+ Users)

> **How is age verification handled?**

Out of scope and handled by SSO. If needed the prediction game client can prompt the user to enter age for verification and limit access to certain features.

> **What consent mechanisms exist for minors?**

Out of scope - to be handled within SSO.

> **Specific data protection policies for under-18 users + parental consent options supported?**

Out of scope - to be handled within SSO.

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5. Data Ownership, Access & Portability

5.1 Data Ownership

> **Are all user data fully owned by the client?**

- Fan Arena states the **client always has full ownership of all user data**.

> **Are there any restrictions on data usage?**

- No restrictions for client's first-party use; Fan Arena uses data only to operate the game service and deliver reporting (to be formalized in DPA/SOW).

5.2 Data Access

- **Access to full user database:** via Fan Arena BI / exports; with SSO, Fan Arena stores **anonymous user data (UUID) or public data,** and the client remains the identity owner.
- **Access to behavioral event data:** Fan Arena embeds the client analytics tag (e.g. Google Analytics) and does not need to have direct access. These analytics are generally used by the client to optimize and track marketing and communications.
- **Access to prediction history:** given the petabyte scale of game data no audit trail is directly available, however audit logs are stored in Grafana Loki.

5.3 Data Extraction

- **Direct platform exports:** Fan Arena provides a BI tool; data downloadable as **JSON, CSV, XLSX**.
- **Real-time APIs:** available for world cup match feeds and Fan Arena can create **custom web services** for client use (e.g., rankings, results, gameweek data) if needed.
- **Scheduled data dumps:** daily/hourly during tournament, for post-match leaderboard calculations.

5.4 Exit Scenario

If the partnership ends:

> **What happens to user accounts?**

- If SSO-based, the identity remains with the client; Fan Arena stores anonymous references which are deleted immediately at the end of the partnership, including backups.

> **What happens to historical data and behavioral data?**

- Full export via BI + scheduled dumps; deletion confirmation after handover.

> **Is full data export guaranteed?**

- Yes using agreed schemas and delivery channels.

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6. Core Product Features & Functional Readiness

6.1 Feature Readiness (World Cup Predictor)

Out-of-the-box (available now):

- Multi-device responsive web app
- Multi-language interface
- Private leagues
- Boosters, trophies, bonus points
- Fully integrated SSO + data supplier + payments (optional)
- Insights/reporting, KPI monitoring

Customizable (recommended for World Cup differentiation):

- Scoring rules, tie-breakers, and point weights
- Game design (according to branding guidelines)
- Tournament “periods” (group stage / round-of-32 / quarters / semis / final)
- Branded prize logic and sponsor placements

To be scoped:

- Quizzes
- Daily challenges or other non-predictor games

6.2 Prediction Types

- **Match result (1×2):** Supported

- **Exact score:** Supported
- **Special predictions (props):** Supported as “Prop Bets” style predictors
  - Please note that there will be 104 matches played during the 2026 World Cup. Adding additional questions/props might further deter fans from playing.
- **Live predictions:** Can be designed based on live data availability (proposal scope)

> **Are multiple prediction types supported?**

- Yes, Fan Arena offers multiple predictor modes (1×2, correct score, anything imaginable).

> **Is scoring logic configurable?**

- Yes, our offering is positioned as a **100% custom game mode** tailored to business objectives/audience.

6.3 Rankings

- Global rankings (overall)
- Regions/States
- Public leagues (sponsor leagues)
- Private leagues (friends/family/coworkers)
- Period-based rankings (group stage / knockout windows)

6.4 Engagement Features

- Boosters (e.g. X2 booster to double the points scored of a match)
- Trophies / achievements
- Prize structures (configurable; evidenced in client implementations)

6.5 Real-Time Capabilities

- Real-time sports stats updates supported with post-match leaderboard updates.

    - A 15 min reasonable time window given the +50GB expected data set
- Client-facing web services/APIs can be created for key game data and rankings.
- Near real-time KPI monitoring in the Fan Arena BI tool.

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7. League Management & Premium Infrastructure

7.1 Private Leagues

> **Can users create leagues freely?**

- Yes, private leagues are a core mechanic.

> **Invite via link supported?**

- Yes, for responsive web games per default.

> **Configurable participant limits?**

- Common configuration item in the leagues settings.

> **Maximum number supported?**

- Aimed at 1 million RPM
- 15 million user accounts
- 150 million predictions
- Will be validated via load testing

7.2 Premium League Logic

Premium subscription gating is demonstrated in previous Fan Arena client work (e.g., Fantasy Pro League premium subscription features).

> **Can access be restricted by subscription status?**

- Yes (via SSO claims or subscription verification integration)

> **Can access be restricted by partner eligibility?**

- Via partner API/SSO attributes

7.3 Administration Tools

- Fan Arena includes both admin tooling and BI/reporting. In this setup, admin tooling isn't required (most likely) because the predictor is fully configured in advance due to the load and nature of a World Cup predictor. The BI layer gives you visibility into everything captured in the platform's database. Covering both prediction performance (e.g., how many fans predicted the correct result) and anonymous engagement metrics (e.g., sign-ups, private leagues created, and predictions submitted).
- **Moderation tools**: Proposed for league name moderation, we can cross-check names against a profanity/blocked-terms list and automatically block, flag, or queue anything that matches (including close variants) in Portuguese.
- **Anti-fraud mechanisms:** rate limiting (account detection out of scope due to SSO)

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8. Game Operation & Scoring Process

> **Are score updates real-time?**

- Fan Arena supports real-time live match/player stats updates

> **End-of-match updates / Batch updates?**

- Users instantly see points scored and the prediction outcome
- Leaderboards and rankings are calculated post-match, with a target processing time of 15 minutes.

8.1 Data Sources

> **Official match data providers used:**

Fan Arena commonly works with providers including **Stats Perform** (Opta), **Genius Sports**, **Gracenote** (Infostrada Sports), **Sportmonks**, **InStat**, and others, and confirms that any sports data API can be implemented.

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9. Customization, UX & Front-End Design

9.1 Customization Level

> **Full UI customization or branding only?**

- Fan Arena positions its solution as **100% custom game design**, not just a skin.

> **CSS/theme customization support?**

- CSS and theme customization are included in the custom design scope.

> **Custom domain support?**

- Subdomain hosting supported.
- **Branding + UX consistency:** game can be hosted on your subdomain (e.g., `predictor.yourbrand.com`) and Fan Arena can mirror header/footer for seamless experience.

9.2 Design Support

> **Does the vendor provide UI/UX design support?**

- Fan Arena includes design and setup as part of the standard implementation flow and offers marketing consulting/support.

> **Does the vendor provide front-end development support?**

- Yes, Fan Arena builds and embeds the game.

> **Will the client need to provide design resources?**

- Optional, brand guidelines/assets are typically needed.

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10. Integration Ecosystem & Partner Connectivity

10.1 APIs & Integrations

- **Login / SSO:** Fan Arena implements SSO using standards such as OpenID Connect and OAuth 2 provided by the customer.
- **Payments:** out of scope based on our discussion, the payment happen outside the platform and the SSO assigns user role for freemium and premium in-game features.
    - Fan Arena can implement Stripe and Mollie are referenced examples; others can be scoped - to be provided by the customer.
- **Sports data feeds:** data feeds are fully handled by Fan Arena; any provider can be supported and integrated.

10.2 External Systems

- To be provided by the customer if applicable, a Loyalty program integration
- Subscription database integration: via SSO claims + verification endpoint
- Sports data feeds (included)

10.3 Premium Access Controls

- Gating by authenticated user role. Features can be extended/restricted, additional leagues, prizes, etc. can all be defined based on the access controls which are configured in the game.

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11. Channels, Notifications & User Communication

11.1 Notification Channels

- **Email automation:** Fan Arena does not include messaging tools for engaging marketing mails as part of the platform. This is the domain of CRM and marketing automation suites and therefor to be provided by the client. Fan Arena will integrate this on a needs basis.
- **Web push notifications** can be integrated as part of the marketing automation platform.
- **In-game messaging** can be integrated as part of the marketing automation platform.

11.2 Communication Management

> **Who manages messaging templates?**

- Client owns tone-of-voice and approvals
- Fan Arena provides template implementation + localization support

> **Who manages campaign scheduling?**

- Joint planning calendar with marketing support
- Fan Arena configures triggers (deadlines, match start alerts)

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12. Social Sharing & Virality

Proposed sharing features:

- “Invite to private league” links
- Share-to-WhatsApp / Instagram / X / Facebook share

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13. Geo-Restriction Capabilities

Out of scope and part of the SSO. We’re not in favor of limiting game usage (Brazilian expats, etc). You can allow “view-only” mode outside Brazil by restricting account creation. Fan Arena team needs to be whitelisted or share an account for production access.

Rate limiting the application on IP address might offer a more balanced security.

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14. Roadmap & Evolution Capacity

Ability to define a dedicated roadmap for the event:

- Fan Arena’s model emphasizes tailoring game design and rules to client goals and audience.

Openness to partner-specific features:

- Supported through custom game design + custom web services/APIs.

Risk of resource conflicts with other clients:

- Fan Arena reserves a dedicated team for support and L1 training support.

14.1 Typical Timelines

- **World Cup proposal:** from research → specs → design/setup → marketing → go-live/support takes 8–12 weeks if including:
  - Portuguese localization + L1 training support
  - Partner integrations (SSO/loyalty)
  - Load testing at World Cup scale
  - War-room planning and rehearsal

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15. Commercial, Contractual & Financial Considerations

15.1 Pricing Model

Due to the scale of the World Cup in Brazil, Fan Arena offers a transparent choice in terms of pricing.

A. Set-up only and operations fee, without infrastructure costs:

- **One-time setup fee** (new game design + special requirements + setup): €59.000
- Amazon Web Services fees are shared transparently with the customer who covers costs in full, Fan Arena taking a 20% management and operations fee.

Expected AWS fees (per month)

Aa Infrastructure	# Cost
Software License (Fan Arena)	€20,000.00
Client Application (CDN)	€20,000.00
API (Kubernetes & Networking)	€15,000.00
Game Database	€20,000.00

Aa Infrastructure	# Cost
Leaderboard Dataset	€40,000.00
Orchestration	€17,500.00
Logging	€2,500.00

B. Fan Arena license fee, including infrastructure costs:

- Totally de-mitigate the risk of AWS fees and infrastructure costs
- 15,000,000 users priced a €0.020 per user

15.2 Included in both options

- Tailored design, responsive web app according to provided specifications
- SSO implementation with freemium/premium restrictions
- Sports data feed
- Platform updates
- Technical support & SLAs,
- Marketing consulting/support
- BI/reporting

15.3 Contract Terms / Exit & Dependency

- Minimum contract duration: proposed 3 months (cover build + tournament + post-tournament retention window)
- Data portability guarantees: contractual guarantee using BI exports + scheduled dumps.

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16. Team, Experience & References

- **Years in market:** +10 years. Fan Arena creates fantasy and other prediction games since 2015.

- **Operational experience:** Fan Arena runs a turnkey approach and produces dozens of games yearly across different sports and international markets.
- **Relevant references:**
  - **The Ring Magazine**: pick'em game for the Bible of Boxing, the world's biggest boxing media brand.
  - **Large pan-European TV rightsholder (currently in stealth mode)**: upcoming fantasy cycling platform for the UK and mainland Europe.
  - **Pro League**: official fantasy sports game for the Belgian first division football.
  - **Virsliga**: official fantasy sports game for the Latvian first division football.
  - **DPG Media**: Fan Arena developing/maintaining their multi-game program since 2018; reported hundreds of thousands of paid teams created over three years.
  - **Sporza (VRT)**: collaboration since the 2018 World Cup, including major soccer tournament fantasy experiences and private league dynamics.
  - **Circus Sports Betting**: football prediction game implementation with boosters and private leagues; automated results/winner tracking.
  - **Betcenter**: daily football prediction game with boosters and private leagues; automated results/winner tracking.
- **References available:**
  - Yes, introductions and case studies provided during procurement / NDA).

Recommended World Cup MVP Scope

To maximize adoption and operational risks, Fan Arena recommends launching with:

1. **Match Predictor (Group + Knockout matches)**
   - Correct Score
   - Global + Private leagues

- Premium statistics and league features (separate prize pool)

2. **CazéTV “readiness pack”**
   - Implement provided SSO
   - Portuguese UI + Portuguese customer support pod
   - Load testing plan
3. **Lottery / Quiz: to be discussed further in terms of game rules - currently out of scope**
   - Given the huge load, this needs to provisioned as a separate game

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Next Steps

(to convert this proposal into an executable SOW)

1. Confirm pricing options
2. Choose game format rules:
   - Predictor or Predictor + Quizzes
3. Define scoring + prizes model + sponsor inventory and brand guidelines
4. Integration workshop (SSO, subscriptions, loyalty, analytics)
5. Lock delivery plan + run load tests + schedule war-room planning

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Questions? Contact me

Octavian Susnea - Founder & CEO

octavian@fanarena.com

+32 486.77.57.19

https://www.linkedin.com/in/octaviansusnea/