

Sports OTT App: PM Case

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The Task

Assignment:

Come up with 2 features using the automatic AI trimming technology to segregate key moments of a game to create maximum positive impact in the north star metric of time spent by a user on the platform.

Clarifying Scope:

- Only the US Market
- AI capability is a given
- Content moderation is possible
- Multiple sports to be considered
- 1 feature each for mobile and web
- The entire process of new feature development

User Persona 1: The Busy-Bee

Profile

- Alex is a **seasoned corporate professional** with a background in marketing.
- He has been working in the marketing department of a multinational company **15km away from his suburban home** for the past eight years.
- Alex is married with two young children, a son aged 6 and a daughter aged 4.
- In addition to his demanding job, Alex is an avid sports fan. His love for sports developed during his childhood.

Pain Points

- Alex's corporate job often **entails working late hours**, attending meetings, and commuting through traffic.
- By the **time he reaches home, most sports events are already underway or over**.
- Even when he reaches home, he **finds it difficult to resume watching** the game from the middle and patiently waits for the broadcaster to show the in game highlights presentation to make a sense of the happenings till now.
- He also watches a **sports based news bulletin** to **stay updated** on sports events across the globe, but he misses the punch of real moments in the news broadcast.

The Unmet Need

- Alex needs a simple yet intuitive real time **match summarizer** from the point **he starts following the game**.
- He also needs a **sports summariser** that shows him **real moments from sports across the world** and not just give him the final scorelines and results



Alex
Age: 34

User Persona 2: The Social Watcher



Rajesh Patel
Age: 28

Profile

- Rajesh Patel is a **young professional** with a degree in computer science.
- He was born and raised in a **sports-loving family**, where watching sports matches **together** has been a tradition.
- Rajesh lives in a shared apartment in a bustling urban area with **two of his close friends**.
- He has an **active social life** and enjoys hanging out with friends, both **in person and online**.
- He loves watching the game with his **phone in one hand** to discuss the game on the fly and share memes to his social groups.

Pain Points

- He loves discussing **key moments** in the game with his **friends and on his messaging groups** but doesn't have an intuitive way of sharing **defining moments** of the game with his social circle like that unbelievable rally or a missed set piece.
- He loves discussing and debating the game, strategies, tactics and gameplay of such key moments but cannot find a platform to do this.

The Unmet Need

- Features that **facilitate key moments sharing** on social media as links with friends about ongoing matches, players, and memorable moments in sports
- A **dedicated comment section where he can express his reading of the game, discover and share sports-related memes** with friends and fellow sports enthusiasts.

User Persona 3: The Engrossed Viewer



John
Age: 30

Profile

- John is a **dedicated sports fan** with a lifelong passion for various sports.
- Growing up, he played **multiple sports** and developed a deep appreciation for the excitement and drama of live games.
- Despite his busy schedule, he makes time to follow his favorite teams and sporting events regularly.

Pain Points

- Due to his hectic work schedule, Alex often **misses out on attending live sports** events and relies on watching them on television or streaming platforms.
- He finds that standard sports broadcasts sometimes **lack the intensity and emotion of being at the stadium**, leaving him feeling disconnected from the action.

The Unmet Need

- Alex yearns for a **more immersive sports** viewing experience that captures the **excitement and atmosphere of live games**.
- He desires features in sports broadcasts that can replicate the **energy of the crowd** and enhance the overall viewing experience

Proposed Solutions and Hypothesis

This is just one possible solution to the unmet need, multiple ways to solve the problem exist.

Unmet Need from User Personas	Hypothesis	Possible Solution
Intuitive Match Summariser from user specific entry point	Implementing the custom match highlight feature, which generates personalized highlights based on the user's starting point in a game, will significantly improve user engagement and satisfaction with our sports streaming platform	An automatic AI trimmed “Match so-far” feature in live matches from wherever the user starts watching the game.
Sports Summariser that shows real moments from sports across the world	Introducing the feature that creates custom sports highlight packages from global sports will lead to increased user retention and satisfaction on our platform	An automatic AI trimmed “Sports today” feature that summarises all sports happenings from across the globe via a collection of real game footage, news articles and expert comments
Features that facilitate key moments sharing on social media as links with friends	Introducing the feature that enables users to share specific moments of a sports game over messaging apps will significantly increase organic user acquisition and platform engagement.	An instant “reel sharing” feature that would generate a deep link allowing other users to watch the shared piece of content post acquisition onSports OTT App platform.
A space that allows user to post, discuss and debate sports strategies, tactics and memes	Introducing the feature that enables users to express themselves about the game will significantly enhance user engagement levels and foster a sense of community on our sports platform	A dedicated “comments section” linked to the AI trimmed content asset allowing the users to express themselves (content moderation via AI)
A more immersive sports viewing experience that captures the excitement and atmosphere of live games	Implementing the feature that modulates the volume and tempo of sports broadcast reruns will significantly enhance the immersive experience for users, leading to increased user satisfaction and engagement with the content	A “volume”, “voice” and “tempo” modulated sports re-run for a more immersive user experience as close as possible to the atmosphere of the live game.

Some Assumptions

1. Match so-far

- The automatic highlights creator would be able to generate a summary package that would be comprehensible and insightful for the user.

2. Sports today

- The AI trimmed video of sports moments clubbed with news pieces would be more immersive than watching a sports news bulletin.

3. Reel Deep link Sharing

- It would be legally possible to share snippets of real game footage without any digital rights issues.

4. Comments Section

- We would be able to do first level of content moderation via AI.

5. Amplified sports re-run

- Using modulation of voice, volume and tempo, we would be able to create an experience as close as possible to the live game.

Hypothesis testing

Feature	Quantitative Testing	Qualitative Testing
Match so-far	Platform data of how many users seek backwards in a live stream on our platform	Conducting user research to know how many people use a secondary app to get a summary of the game before watching it live
Sports today	1) Sports news bulletins viewership numbers on our platform 2) Viewers on the platform watching more than 3 sports	Conducting user research around the need for such a feature on the target segment which is people who are interested in more than 3 sports
Reel sharing via deep links	Proxy data of success of any social share feature on our platform or external available to the data team	Conducting surveys on users active on our instagram handle sharing our content to their community
Comment Section	Quantum of userbase active onSports OTT App's social media handles commenting on our posts	The qualitative analysis of comments on a similar piece of content shared on our Instagram handle
Amplified re-runs	1) Conduct an offline "Indipendent Sample t test" for 2 populations, 1 with the standard footage and the other amped by AI. 2) Using on platform data of how many users adjust volume and tempo on key decisive moments of the game	Gathering qualitative feedback from users who have experienced the amplified version of the re-run

Key Assumption:

We are able to validate and prove that all the 5 hypotheses are true using the proposed testing & validation methods

Sizing / Guesstimation

An example of the guesstimation for the feature of “Match so-far”. We will come up with similar guesstimations and impact sizing for all the 5 features with the help of the data science team.

Match so-far			
Metric	Value	Unit	Reference Variable
<i>Assuming the current north star metric, time spent per user per day on the platform to be 30 mins</i>	30	Mins per day per user	A
Total Subscriber base (Source : https://in.investing.com/news/earnings-call-Sports-OTT-App-reports-robust-growth-and-strategic-plans-for-2024)	1620000	Users	B
Total watch mins	48600000	Mins per day	C (A*B)
<i>Assuming that 5% users don't start a live event or drop off because of difficulty to follow from the middle everyday</i>			
Additional sessions possible per day	81000	Sessions per day	D (B*0.05)
<i>Assuming the length of an event to be 120 mins</i>			
<i>Assuming that an average watch session from any point in between would be 60 mins</i>			
Additional watch mins each day	4860000	Mins per day	E (D*60)
New total watch mins each day	53460000	Mins per day	F (C+E)
<i>Assuming we onboard 2% additional users because of this feature</i>			
Additional user base	32400		G (B*0.02)
New User Base	1652400	users	H (B+G)
Additional watch mins by new user base, assuming the same 30 mins per user per day	486000	Mins per day	I (G*A)
Total watch mins per day	53946000	Mins per day	J (C+E+I)
New North star metric	32.647059	Mins per day per user	A' (J/H)
Additional revenue, considering \$80 to be average subscription price	2.5 million	USD/month	K (G*80)

Note: Assumptions in blue

Metrics Definition

Feature 1

Match so-far

Success Metrics:

1. Number feature sessions started
2. Live viewership count on platform

Risk Metric:

1. Re-run watch frequency

Feature 2

Sports today

Success Metrics:

1. Number feature sessions started
2. Session length of feature watching.

Risk Metric:

1. Re-run watch frequency

Feature 3

Reel Sharing

Success Metrics:

1. Number of Shares
2. No of organic users acquired

Risk Metric:

1. Drop in full re-run viewership

Feature 4

Comments Section

Success Metrics:

1. Number of Comments
2. Diversity of Comments

Risk Metric:

1. Inappropriate content/reputation risk

Feature 5

Amplified Re-run

Success Metrics:

1. Session length of re-runs
2. Frequency of re-run plays

Risk Metric:

1. Inappropriate content/reputation risk

Time Spent by a Unique User on the Platform
(Time Spent per session X Number of Sessions) **(North Star Metric)**

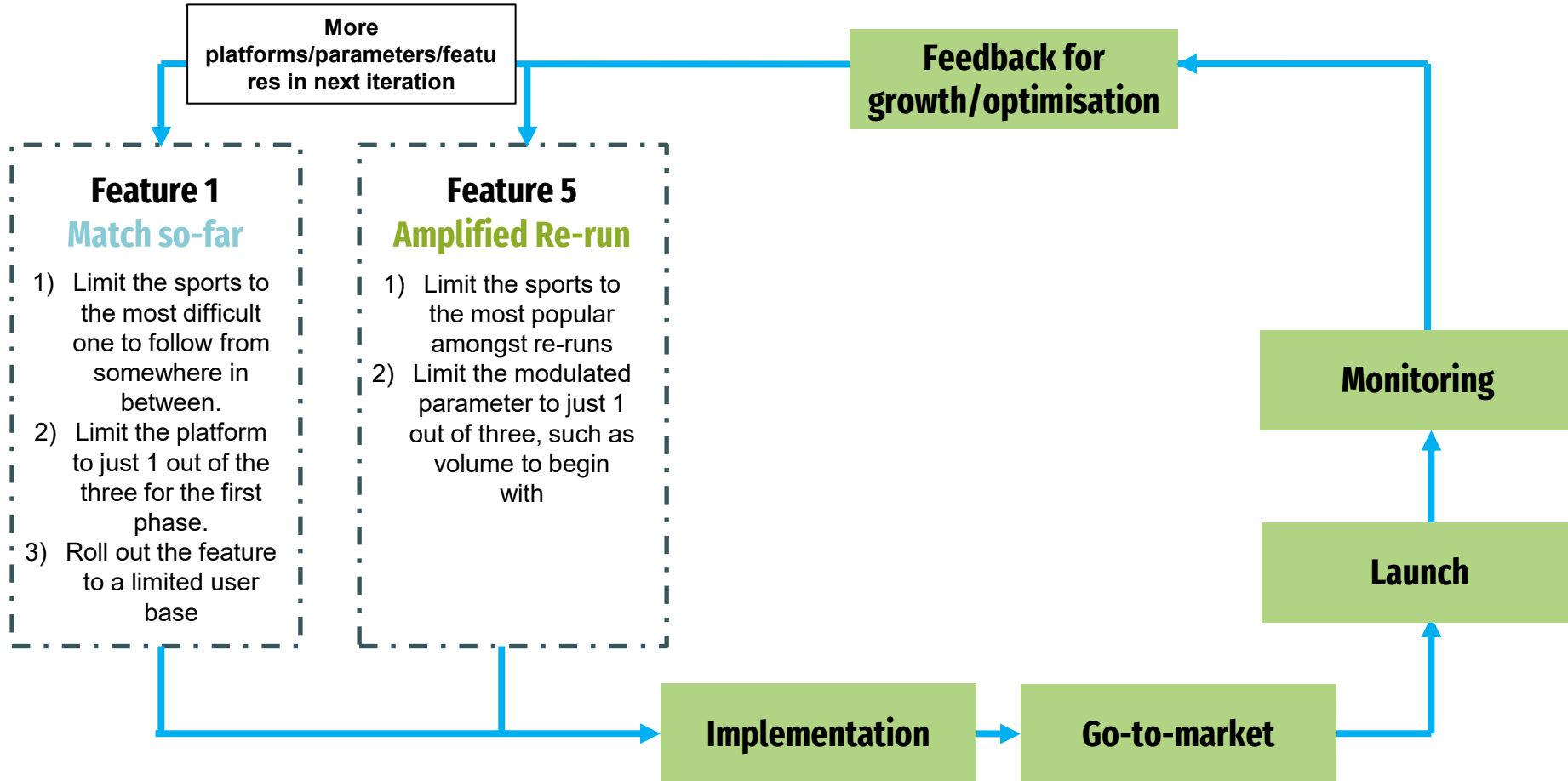
Prioritization (using R.I.C.E framework)

Please note that these are fictitious numbers based on a few assumptions marked in blue. Normally, the Reach and Impact would be derived from the analytics of the data and research team, and the confidence and effort would be measured with the help of the technology team.

Feature	Platform	Reach (R) (out of 100)	Impact (I) (out of 10)	Confidence (C) (out of 10)	Effort (E) (Man-days)	RICE Score (R*I*C)/E
Match so-far	Mobile/Web/ Connected TV	100 (to all live viewers)	8 (info may be shared in broadcast too)	10 (basic use-case)	30 (singular input source)	266.66
Sports today	Mobile/Web/ Connected TV	60 (limited cohort)	6 (limited use case)	10 (basic use-case)	30 (short video creation)	120
Reel sharing via deep links	Mobile	80 (platform limited)	10 (a ripple of new user on-boarding)	8 (several external integrations needed)	60 (external integrations)	106.6
Comment Section	Mobile/Web	90 (all users expect connected devices)	7 (indirect engagement)	7 (content moderation risk, competition risk)	40 (content moderation effort)	110.2
Amplified re-runs	Web/Connected TV	80 (not available to mobile viewers)	10 (new innovative experience)	10 (no external integrations needed)	40 (human tuning needed)	200

Note: Here we are not considering the cost of AI solution and IT infrastructure for the sake of simplicity

Iterative Development: Building in phases



Feature Rollout Phases

- Q1: MVP launch of “Match So-Far” on mobile for most-followed sport.
- Q2: Integrate “Reel Sharing” & comments on mobile and web; begin user feedback loop.
- Q3: Expand AI trimming features to “Sports Today” multi-sport summaries and amplified re-runs.
- Q4: Scale to additional sports, optimize AI models, explore monetization features.

THANKS