

FAN ARENA

POWERED BY



ENABLING REAL-TIME
AUDIENCE PARTICIPATION
WITH **UNRIVALLED EASE,**
QUALITY AND SCALE



WE NOW LIVE IN A WORLD OF FAN PARTICIPATION

GEN Z ARE TWICE AS LIKELY TO NEVER WATCH LIVE SPORTS AS MILLENNIALS. THE DAYS OF THE 'LEAN BACK' EXPERIENCE ARE OVER - TO ENGAGE THE MODERN-DAY FAN, CLUBS MUST FIND WAYS TO BRING THEM INTO THE ACTION

FANS WANT

- TO HAVE A VOICE IN THE CONVERSATION
- TO ENGAGE WITH THE WIDER COMMUNITY
- TO ENGAGE WITH ON-AIR TALENT

27% ...more watch time from live events over on-demand content

CLUBS WANT

- ENGAGEMENT WITH GLOBAL FANBASE
- ABILITY TO CAPTURE FIRST-PARTY DATA
- DRIVE NEW SPONSORSHIP REVENUES

2.9x ...revenue uplift from brands that use first party-data for key marketing functions

GFN x Reactoo

FAN ARENA

**THE MOST POWERFUL
FAN ENGAGEMENT TOOL
ON THE MARKET**

INTRODUCING FANARENA

ENABLING LARGE-SCALE, REAL-TIME
AUDIENCE PARTICIPATION



VIDEO WALL

Flexible dynamic layouts

ISO SELECT

Select users for focus

DATA CAPTURE

Via a white-label app

SIMPLE & ENGAGING

Unrivalled fan experience

NEVER BEFORE SCALE & SIMPLICITY

MANAGE UNLIMITED PRE-INVITED GUESTS OR REAL-TIME REQUESTS FROM THE LIVE AUDIENCE

GREEN ROOM

Pre-screen and prep guests before allowing them into the broadcast

BRAND SAFETY

Allow guests in live or limit to recorded video questions from viewers

INTERCOM

Two-way talk with any guests individually, in groups or all at once

POWERFUL CONTROL

Manage limitless guests with control over their camera and mic devices

PLUG-AND-PLAY

Seamlessly into your existing broadcast workflow



POWERING FAN FIRST CONTENT

...AND DRIVING THE RESULTS SPORTS PROPERTIES CARE ABOUT

GROW

Engage Your Global Fanbase



Your audience is everywhere. Reactoo enables clubs to connect and monetise their international fanbase.

NURTURE

Drive First-Party Data



We now live in a cookie-less world. Building a direct-to-fan relationship is essential to grow loyalty. Reactoo makes it happen.

MONETISE

Boost Sponsorship Revenue



Reactoo helps sport properties harness attention. And more attention means more pricing power when negotiating sponsorship deals.

SIMPLE PLUG-AND-PLAY

ALL YOU NEED IS A BROWSER - NO TECHNICAL INTEGRATION REQUIRED

PRODUCER

Produce & Distribute



Using the Reactoo Studio OR your existing broadcast workflow

AUDIENCE

Capture



Social Platforms



Own App

Channel fans to your own app where they can watch the show and request to join on camera

PRODUCER

Manage Callers



Use Reactoo Arena to manage as many walls and guests as desired Choose walls and/or individual guests to appear in the show



POWERING THE **BIGGEST BRANDS**

...and driving the results sports properties care about



Man City have an estimated global fan base of 5 million and has placed huge emphasis on opening up key markets through interactive live content Reactoo provides the club with the capability to manage a large number of guests from all over the globe on its owned live channels

[▶ PLAY VIDEO](#)



Sky leverages Reactoo to replace legacy broadcast technology responsible for including up to 100 remote participants in a live production Reactoo has helped significantly cut down a 4 hour production time on a 60-minute show to one that can be managed in real-time

[▶ PLAY VIDEO](#)



AFTV is the world's largest football fan network that creates unique content for a global fanbase Reactoo is used to bring fans into the studio virtually to be part of live shows AFTV's first live broadcast using Reactoo generated 10,000 app downloads and new data for the network

[▶ PLAY VIDEO](#)



GRAHAM BELSHAW
Head of Live Content at Manchester City

"Reactoo works really well for us. Makes me very comfortable organising remote guests with barely any latency and the guests experience has been well received"



ROBBIE LYLE
Founder of AFTV Media

"Reactoo have produced a world-class tech product - a scalable way to engage fans from around the world on their sport and passion points."



COMPETITOR COMPARISON, UNRIVALLED SIMPLICITY

	Reactoo	Teams, Zoom, Meet	vMix Call, Wirecast Rendezvous
Guest connections	Unlimited	Unlimited	Limited to 8 max
ISOs	Real-time switch & assign	Achievable but inconvenient	Only ISOs
Talkback to guests	Advanced	No	Limited and complicated
Control over design	Advanced	None	Some but not dynamic
Flexible scenes and repositioning	Yes	No - static only	No - static only
Greenroom / Backstage	Yes	No	No
Tally light system	Yes	No	No
Control over guest devices	Camera and Mic	None	None
Dedicated link to join	Yes	Yes	Yes
Live audience request to join	Yes	No	No
Live audience chat & interactions	Yes	No	No
Queue system	Yes	No	No
Video message submissions	Yes	No	No
Global reliability	Yes	Yes	Yes
Skilled engineer setup	First-time only	Every time	Every time
Technical support	Yes	No	No
Operational burden	Minimal	High	High

PRICING

BASED ON A 12 MONTH LICENCE



STANDARD

£2,250
PER MONTH

All standard Arena functionality

- Max Capacity: 30
- 2 x ISOs
- 18 hours fair usage
- Branded access page
- Hotline & Support - 8/5

PRO

£3,250
PER MONTH

• All standard Arena functionality

- Max Capacity: 60
- 3 x ISOs
- 30 hours fair usage
- Branded access page
- Hotline & Support - 8/5
- Live monitoring

CUSTOM

£POA
PER MONTH

• All standard Arena functionality

- Max Capacity: Unlimited
- 3+ x ISOs
- 30+ hours fair usage
- Own app integration
- Hotline & Support - 24/7
- Live monitoring

OR WE CAN PRODUCE THEM ON OUR CHANNELS FOR AN ALL-IN COST PER SHOW

OPTION 1

REACTOO
LICENCE
FEE

+

£800
PER HOUR

**EXCLUDES ANY BESPOKE ONE-OFF SET COSTS*

INCLUDES

- Studio Hire
- Use of Camera and lighting equipment
- Production Crew
- Use of Full production kit

OPTION 2

REACTOO
LICENCE
FEE

+

£1,800
PER SHOW

- 30 minute dedicated show
- All inclusive package

**OPTIONAL
ADD-ONS**

- Post Edit - **£200**
- Presenters - **from £200**