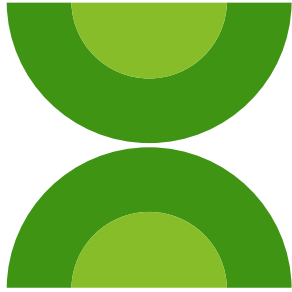
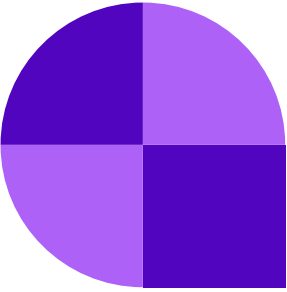




**vindicia**<sup>®</sup>  
An Amdocs Company



# Vindicia for the sports industry

## Monetize the ultimate fan experience with subscriptions

Few entertainment options inspire as much passion as professional sports. Sports fans are looking for ways to connect with their teams more deeply and branded merchandise doesn't get them close enough. People today crave experiences – the kind of rich-media experiences you can deliver with digital subscriptions to sports content.

Teams, leagues, and aggregators of sports content must be savvy in their bid to monetize fans, and consumers will flock to options that offer great content and a great subscriber experience. DAZN, a streaming service app that aggregates live sports content, was recently named the top sports app by [consumer spend worldwide](#) in 2019.

### Winning the subscription game

Delivering an amazing subscription service is more complex than just offering great content. You must make it easy for fans to engage, pay, and stay. For a start, you've got to attract their attention, and be able to refine promotions to drive the highest returns. And supporting one or two payment methods won't deliver championship performance. Your fans need to be able to use their preferred payment methods and currencies.

Once you've developed different offerings to get customers engaged, you'll want to grow that base. But managing growth can get away from you without scalable technology in place – especially when you're dealing with surges around hot seasons or important events. Customer retention is as important as growth, and churn – active and passive – is the main enemy of a subscription business. Being able to partner with advertisers provides another monetization route.

### Simplify subscription payments and create the ultimate fan experience

Vindicia empowers you to overcome these challenges and focus on providing an enhanced fan experience with live events and exclusive content. With Vindicia to manage the subscription lifecycle, you can offer fans what they want, help them pay the way they prefer, and keep them coming back. Our subscription intelligence connects you to data that helps you understand your fans better – and makes it easier to provide the data advertisers crave for targeting and personalization.

### Subscription flexibility

With Vindicia, you can package your content in a variety of subscription and one-time purchase options, including:



**Seasonal subscriptions**



**Team-focused subscriptions within league-based services**



**Pay-per-view events**



**One-time viewing options, including the ability to watch parts of a game**

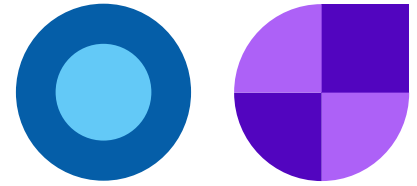


**Special offers and bundles for VIPs and season ticket holders**

You'll be in good company. Barcelona FC is [set to launch](#) the new Barça TV+ service, using the Vindicia subscription management platform. It's designed to delight and monetize fans while giving the club more insight into what fans want.

# Vindicia: Your subscription game plan

Vindicia supports the entire subscription lifecycle. You monetize more fans, retain them longer, and apply data-driven subscription intelligence to increasing revenue.



## Acquire

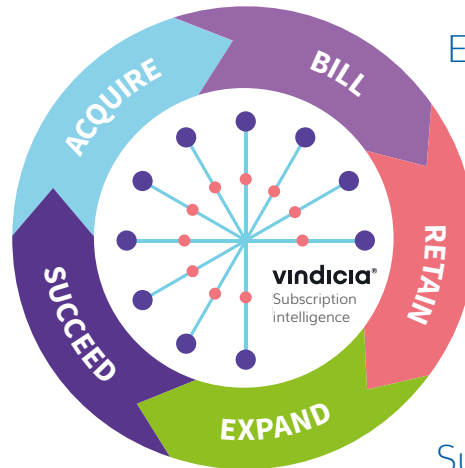
Gain new subscribers through rolling or fixed-period promotion and coupon-based campaigns that are easily created and modified for new audiences, products, and channels. Offer multiple discount types, and multiple billing periods and installments. Use segmentation by product or offer to ensure the right target audience receives the right promotion.

## Bill

Offer multiple pricing and subscription choices, and seamless billing and payment options, including support for almost all currencies, even virtual ones. Automate and configure invoices, eliminate PCI compliance burden, and recover lost revenues with automated chargeback management. Accept multiple payment methods (debit and credit cards, ACH, Amazon Pay, Apple Pay, Google Pay, PayPal, ELV, direct debits, mobile payments, and more).

## Retain

Increase retention through our advanced retention technology that proactively identifies accounts and payment cards at risk of passive churn, recovering an average of 15-30% of annual passive churn. Keep customers engaged and boost long-term revenue streams by extending customer lifetime value. Cultivate loyalty through effectively managed campaigns and promotions, and seamless payment experiences.



## Expand

Support almost any language and accept payments in almost any currency, while ensuring global taxation and regulatory compliance. Create upsell and cross-sell campaigns that take advantage of subscription intelligence. Remove payment barriers by accepting more than 90 payment methods.

## Succeed

Leverage benchmarking data to understand and optimize pricing, revenue, subscriber growth, and retention. Take advantage of our analysis of your key metrics and business operations. Benefit from experienced consultants who are dedicated to your long-term success, and who are invested in helping you deploy a methodology based on proven use cases and implementation practices.

## Vindicia leads the field in subscription lifecycle management

More than 100 B2C companies, including many sports leaders, prefer Vindicia when choosing a subscription management solution. Why? Vindicia focuses on optimizing the elements necessary for global subscription success. We've processed more than 940 million transactions worth more than \$38 billion. Delivering performance at scale supports our clients' ability to provide the best subscription experience to their customers. It adds up to subscription joy for all.

Vindicia sports industry clients include:



## ABOUT VINDICIA

Vindicia offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. To learn more visit [www.vindicia.com](http://www.vindicia.com).

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