

PRESIDIO® *Captivate*



THE GAME, YOUR WAY

Presidio Captivate transforms how fans follow and consume sports, while creating monetization opportunities for leagues, teams, and broadcasters.

THE CHALLENGE

As today's fans demand more engaging, personalized and interactive experiences, content owners and rights holders need to offer new formats and distribution channels to captivate audiences. Fans expect real-time analytics, multiple camera angle options, and interactive features like betting and shopping integrated into the experience. Operators often recognize the urgency for this but are slowed down by legacy systems.

THE SOLUTION – PRESIDIO CAPTIVATE

Captivate is a set of solution accelerators that use AI to automate media tagging, personalize fan experiences, and generate real-time insights from live and archived content.

- ♦ **Intelligent Metadata Extraction** – Leverages cutting-edge AI for dynamic tagging, instant indexing, and deep audience insights of live and archival video
- ♦ **Virtual Video Optimization Panel** – Allows fans to dynamically adjust visual elements in real-time and ensures an uninterrupted, high-quality viewing experience
- ♦ **Second Screen Application** – Engagement app that can stand alone or be embedded in an existing app to turn viewers into active participants

These accelerators reduce manual work, speed up production, and drive ongoing fan engagement innovation.



We've worked with Presidio on a wide range of innovative projects spanning modernizing our IT infrastructure, developing and managing mission-critical applications and enhancing streaming and production experiences for fans. Their cloud-first solutions, combined with deep expertise in media workflows, have allowed us to enhance NHL operations and transform the way we engage with fans, deliver content, and operate as a League."

– **Grant Nodine**, NHL Senior Vice President, Technology.



Presidio Captivate

WHAT CAPTIVATE DELIVERS



For Leagues & Broadcasters

Drive Revenue with Every View

AI-powered metadata tagging lets leagues and broadcasters auto-generate searchable highlights, alternate angles, and live stats—instantly boosting engagement and discoverability across every platform.

Captivate's Viewer and Analytics Modules help unify fragmented audiences across Subscription-Video-on-Demand (SVOD), Over-the-Top (OTT), and linear channels—while unlocking new monetization paths like personalized merch, betting, and contextual ad delivery.



For Teams & Coaches

Win with Smarter Insights

Turn raw footage into competitive advantage. Captivate automates video tagging, integrates with wearables, and delivers tactical breakdowns in real-time—so coaches can make strategic decisions, faster.

Use it for scouting, performance analysis, and player development. Build NIL-ready content packages and create recruiting reels in minutes. Captivate helps coaching staff and analysts translate data into action—on and off the field.



For Venues & Ops Teams

Smarter Stadiums, Real-Time ROI

Captivate transforms your stadium into a smart venue. Track demand, adjust ticket pricing, and trigger dynamic in-venue offers with real-time AI insights. Whether it's guiding fans to the fastest entry gate or serving the right promo at halftime, Captivate boosts the fan journey and bottom line. Fully modular and ready to plug into your point-of-sale, ticketing, and wayfinding systems.



For Fans & Families

Turn Viewers into Creators

Captivate puts the fan in control. Choose your favorite players, get push alerts for key plays, and build your own highlight reels—all from a single personalized interface.

For parents, it's about access. For student-athletes, it's about visibility. Captivate helps schools bring every sport online—streaming live, tagging plays, and building community around every moment. From varsity football to non-revenue sports, Captivate helps fans stay connected—and stay longer.

KEY BENEFITS

By modernizing their data and adopting an AI-powered, cloud-first approach to fan experience, content owners can realize the following benefits:

- ◆ **10%** increased revenue through personalized merchandise and sponsorship activations
- ◆ Up to **20%** growth in user participation via enhanced betting and fantasy platform integration
- ◆ **25-30%** increase in loyalty program participation and retention
- ◆ **15-25%** growth in remote and international fan participation in digital events/watch parties
- ◆ **30%** increase in social interactions through gamified and community engagement tools
- ◆ Improved in-stadium experience with real-time notifications and interactive content

WHY PRESIDIO

Presidio's Sports, Media & Entertainment practice marries our unrivaled AI-Enabled Cloud, Networking, Security, and Infrastructure capabilities with expert industry knowledge. The results are well-engineered solutions that help you produce and distribute content more efficiently and engage fans in new ways. We deliver a differentiated and rewarding audience experience built for the future of fandom.

Presidio can help you maximize every moment of your content—[sign up for a Presidio fan engagement workshop today.](https://www.presidio.com/wp-content/uploads/2025/05/AI/ML-Unlocking-Revenue-and-Fan-Engagement-Workshop.pdf)

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