



Ultra-Low Latency Streaming Services for the Sportsbook Market

Powered by **ONEPlatform**



About Us

iGameMedia: Revolutionising Sports Streaming for the Sportsbook Market

iGameMedia, the leading B2B ultra-low latency sports platform provider, is revolutionising the sportsbook market by bringing ultra-low latency sports streaming as the new standard, phasing out HLS.

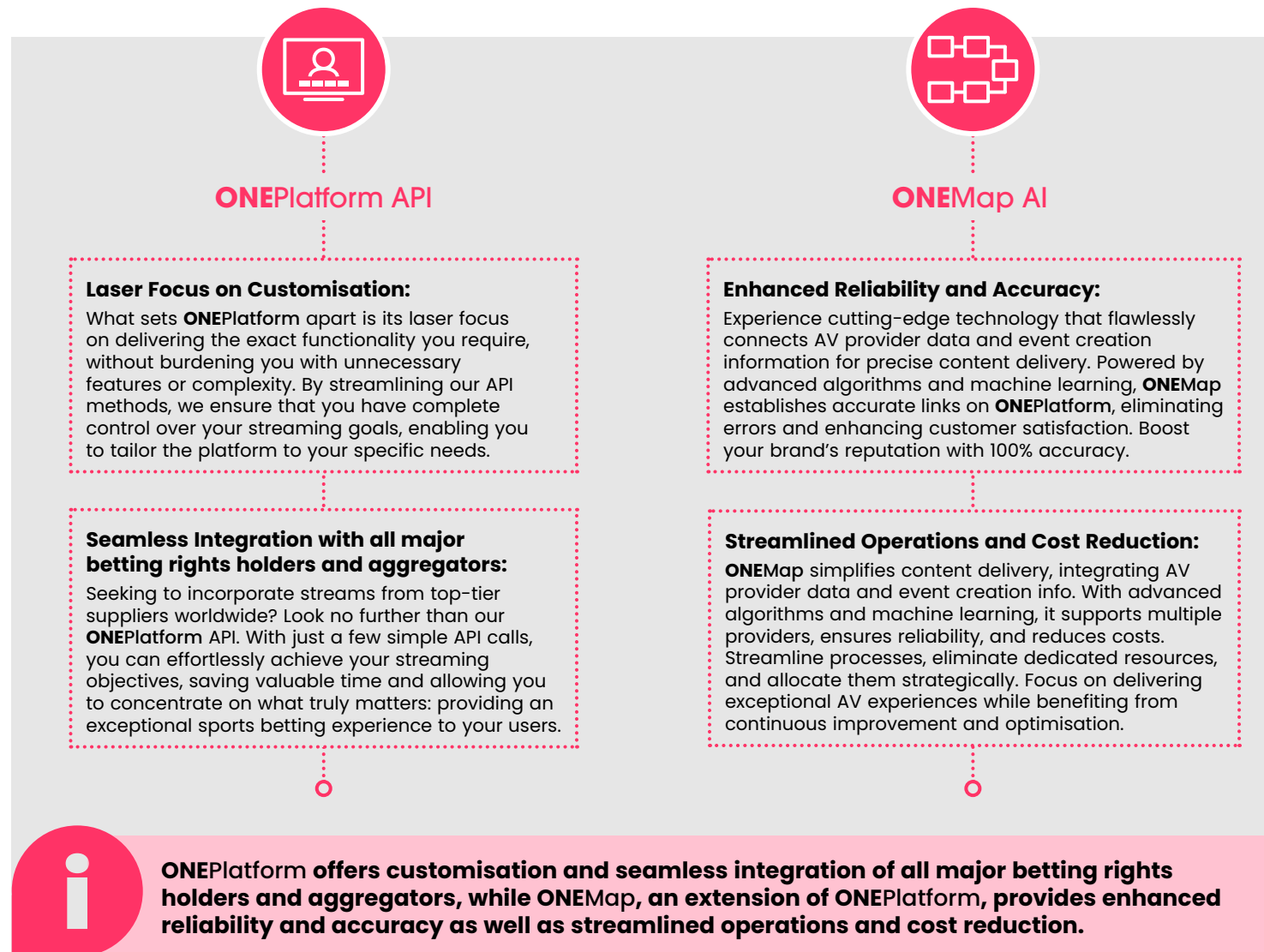
This transformative offering delivers an unparalleled sports betting experience, offering real-time, immersive action to sports enthusiasts worldwide. Prepare for a seamless and lightning-fast platform that redefines the boundaries of sports streaming.

iGameMedia's ONEPlatform

iGameMedia's innovative **ONEPlatform** utilises a single API that seamlessly integrates with all major betting rights holders and aggregators. By mapping multiple vendor event IDs into a unified singular ID, the platform offers a streamlined and simplified integration process.

Moreover, the entire content portfolio is delivered with ultra-low latency as the standard across the platform. The iGameMedia **ONEPlatform** sets a new benchmark in sports streaming, providing a comprehensive and efficient solution for delivering top-quality sports content in real-time.

ONEMap – an extension of **ONEPlatform** – utilises innovative technology to seamlessly connect AV provider data with event creation information, guaranteeing flawless delivery of licensed AV content. Its proprietary AI model, using advanced algorithms and machine learning, ensures precise linking of event creation IDs. This enhances reliability and cost-effectiveness for **ONEPlatform** users, optimising content delivery.



iGM Synchronised Streaming

iGameMedia's synchronised streaming solution seamlessly integrates segmentbased streaming with existing CDNs, delivering scalable and high-quality performance tailored for in-play betting users.

Our system incorporates advanced adaptive bitrate streaming, which dynamically adjusts the video quality in real-time for optimal playback.

While our technology is capable of achieving sub-second streaming, we have intentionally implemented a fixed 2-second latency. This deliberate choice maintains synchronisation between the video and market data, enabling users to make precise decisions based on real-time information.

The seamless integration of segment-based streaming, adaptive bitrate streaming, and realtime data delivery ensures optimal quality and responsiveness for users engaged in in-play betting.



HLS Challenges

- Traditional HLS-based segment sports streaming has 7-9 seconds of latency, impacting real-time user experience.
- Faster pricing data feeds in sports betting move within 1-2 seconds, exacerbating the issue.
- The discrepancy in latency reduces the effectiveness of video feeds in fast-paced sports betting.



iGameMedia – GSR ULL

- iGameMedia has developed a sophisticated protocol using the principles of LL-HLS to develop a platform wide low latency solution available to iGameMedia integrated customers.
- Seamless integration of segment-based streaming with HLS-oriented CDNs for scalability and quality.
- The Seamless Video and Data solution enhances InPlay betting with combined video streaming and real-time data delivery.
- Advanced adaptive bitrate streaming – an instant response to poor network conditions.



Transforming Sportsbook Operations

With iGameMedia, sportsbooks can confidently reach and captivate a wider audience, without compromising performance or sacrificing quality.

By dynamically adapting to viewer environments, and scaling seamlessly over HTTP for popular platforms and devices, sportsbooks can maintain a competitive edge in the fast-paced realm of sports streaming.

Our cutting-edge technology ensures that viewers enjoy sports content in near real-time, eliminating the frustration of delayed or out-of-sync streams. By dynamically adapting to viewer environments, we optimise bandwidth usage, reducing costs and increasing operational efficiency.



Stay ahead of the competition, captivate your audience, and elevate your sports streaming experience to new heights.



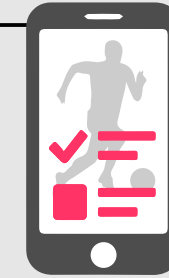
Reduced Delay Time

Real-time streaming with **near-zero delays**, providing an immersive and immediate viewing experience.



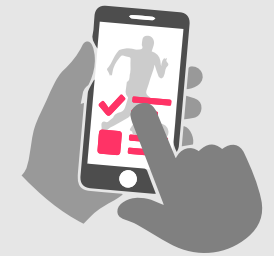
Improved Synchronisation

Flawless sync in live sports streaming, eliminating disruptions for heightened viewer engagement.



Maximising InPlay Betting

Near real-time updates and seamless streaming for **optimal viewer participation** and excitement in betting.



Enhanced Engagement

Longer watch times, creating an immersive environment for live events and **increased viewer engagement**.

Enhancing The Viewer Experience

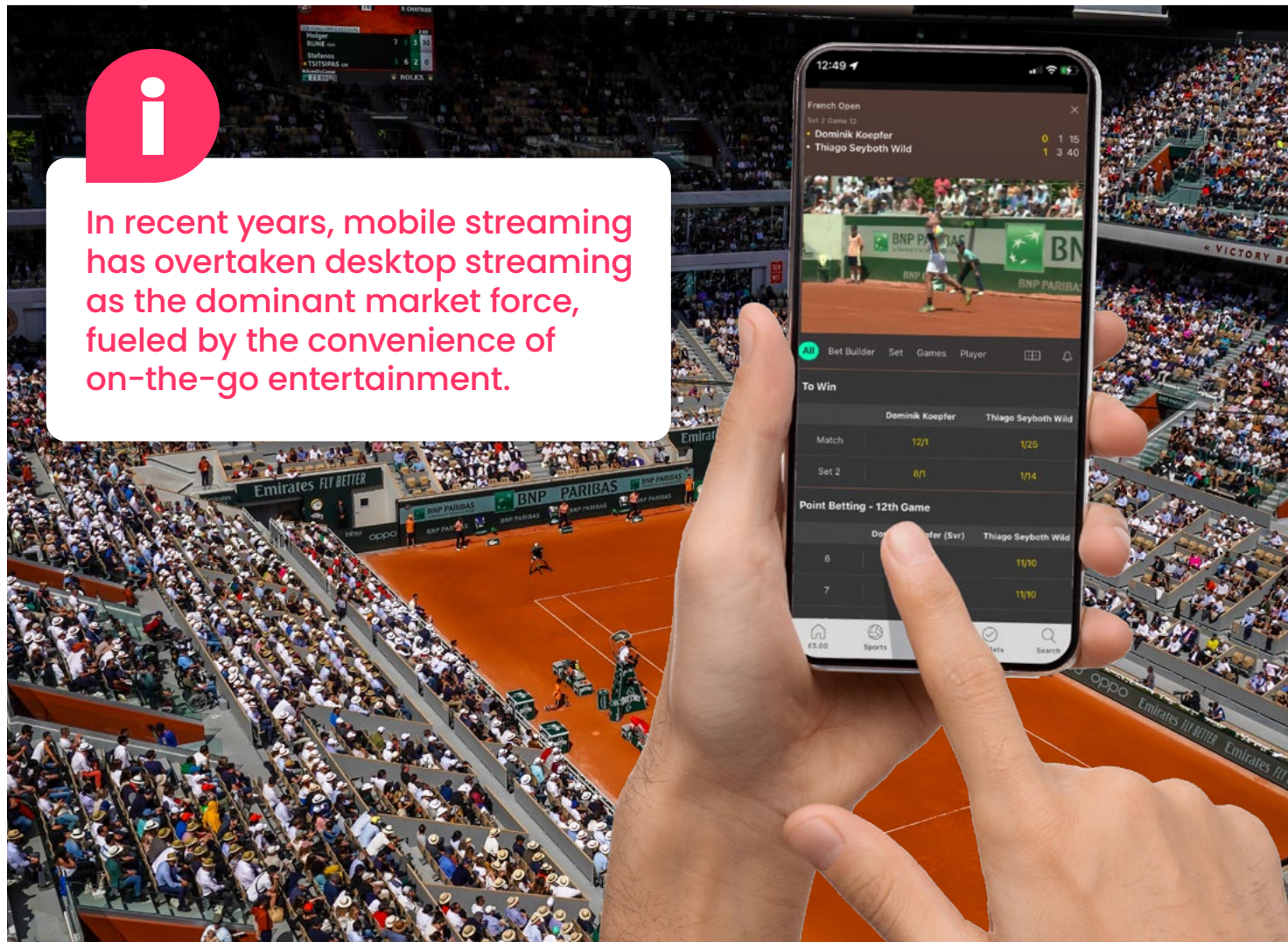
The market split between mobile and desktop streaming has shifted significantly in recent years, with mobile streaming taking the lead, driven by the convenience they offer for on-the-go entertainment.

Ultra-low latency streaming enables instant access to live sports content, enhancing user satisfaction. By minimising delays, it ensures near real-time content delivery, creating an immersive experience.

Recent studies highlight the crucial role of ultra-low latency streaming in attracting and retaining viewers in the sportsbook market. Online platforms that offer near real-time streams effectively cater to an audience valuing immediacy, increasing the likelihood of viewers choosing them for live sports consumption.



In recent years, mobile streaming has overtaken desktop streaming as the dominant market force, fueled by the convenience of on-the-go entertainment.



Contact us

Experience the future of sports streaming with iGameMedia!

iGameMedia's ultra-low latency streaming services will revolutionise the sportsbook market, providing seamless, instant, and immersive experiences for operators and viewers alike.

Contact us now and find out how iGameMedia can elevate your streaming capabilities.

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