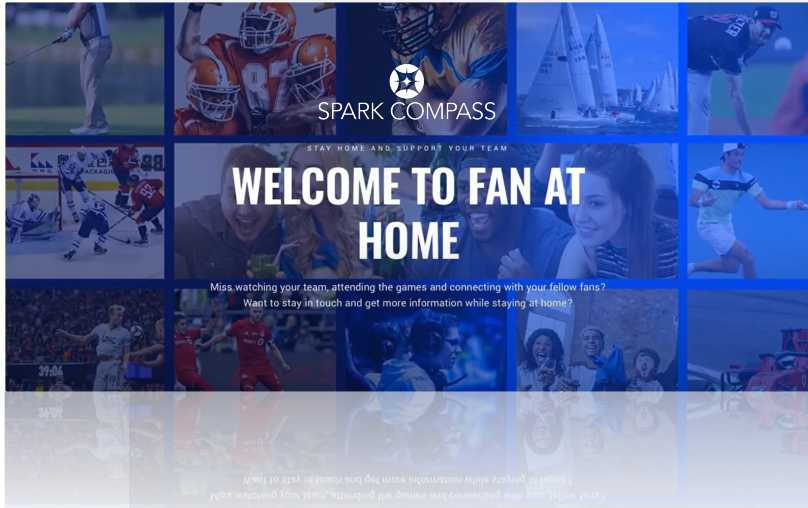


FAN AT HOME



Redefining the Fan Experience
for the New Normal



SPARK COMPASS™



Today's Presenters

- Paul Hennebury
GM, Sports & Entertainment
ATMECS



- Erik Bjontegard
CEO & Founder
Spark Compass



Our Partnership



Domain Expertise & Shared Values

FAN ENGAGEMENT IS CHANGING

VENUES
are
EMPTY

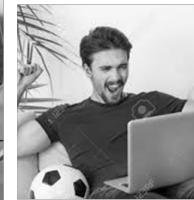


&

FANS ARE
WATCHING
ANYWHERE,
ANYTIME, ON
ANY DEVICE



Travelling



On Laptops

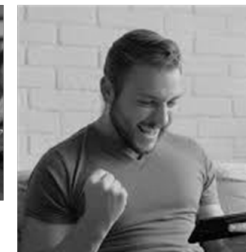
Home alone, with a beer in hand



At home with friends and family



On Phones
In bars
With Friends



On Phones

**WHAT IF YOU KNEW
WHO THEY ARE,
WHERE THEY ARE,
WHAT THEY'RE WATCHING,
AND WHEN THEY'RE WATCHING?**



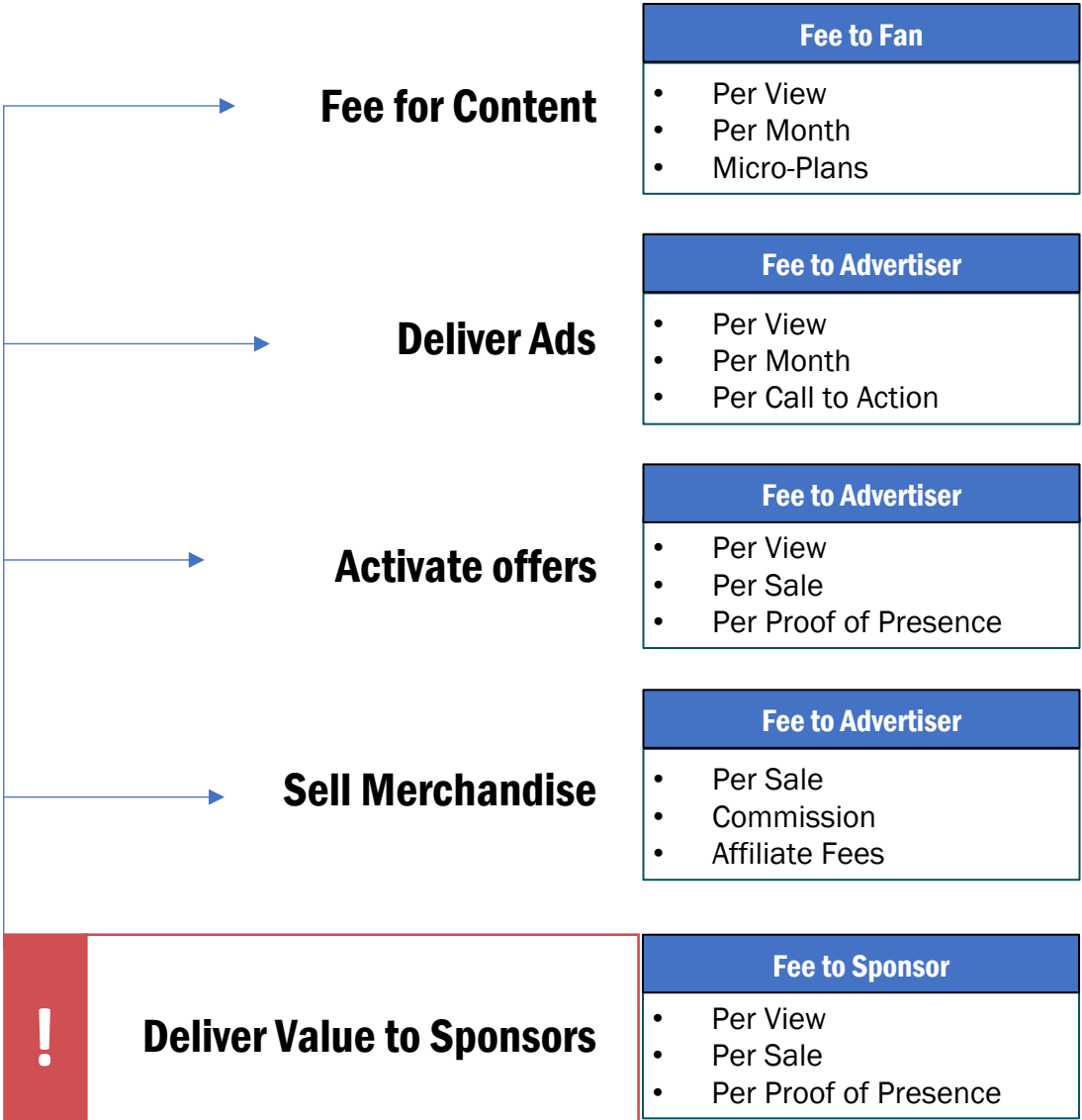
Monetize Your Fan Relationship

Create New Fan Relationships



Next Generation Video Channels where **YOU** are in control. **YOU** know **WHO** is watching, **WHAT** they are watching, and **WHEN** and **WHERE**.

YOUR OWN VIDEO CHANNEL





Redefining the Fan Experience for the New Normal

AN OVERVIEW



Content ~~x~~
IS KING

Know More, Do More,
Earn More

CONTEXT BASED Ad Inserts:

- Based on Context to follow story & content
- Dynamic & Programmatic based on Context
- Location Based = Context Based
- Interactive to enable Sales = Context Activation
- Activating Merchandise = Context Enabled

REWARDS AND LOYALTY

FAN ENGAGEMENT & COMMUNICATION



Engage with Fans

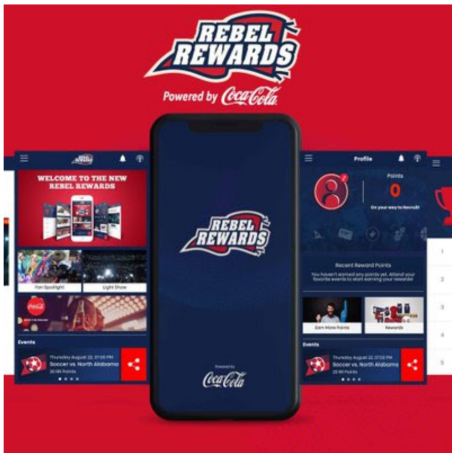
Communicate across all platforms

Rebel Rewards
@RebelRewards

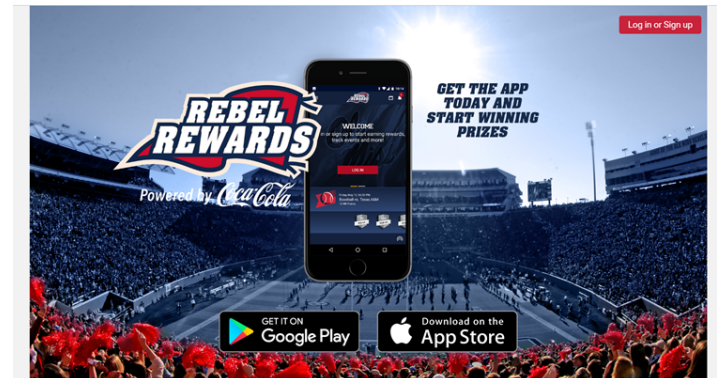
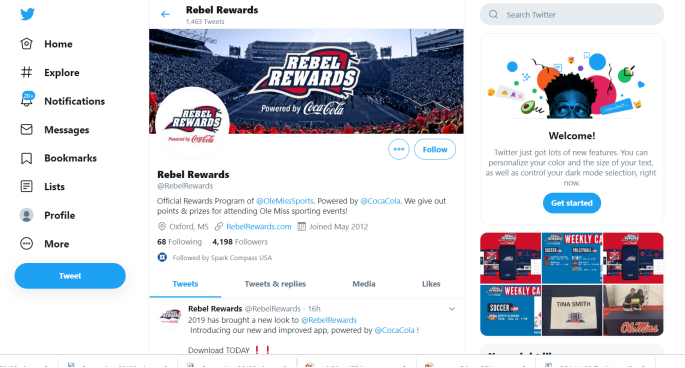
2019 has brought a new look to @RebelRewards
Introducing our new and improved app, powered
by @CocaCola!

Download TODAY !!
----> rebs.us/FLhY50vY2yy

#BeRewarded #PrizesOnPrizes



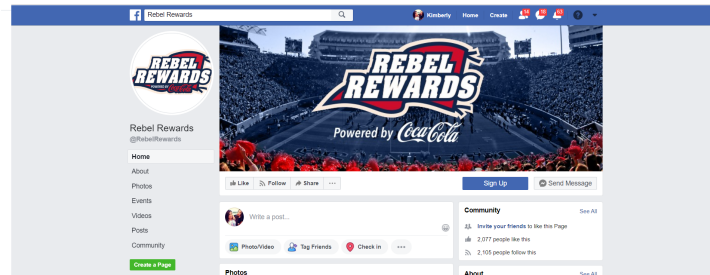
2 4



EVENTS REWARDS HOW TO WIN LEADERBOARD FAQ

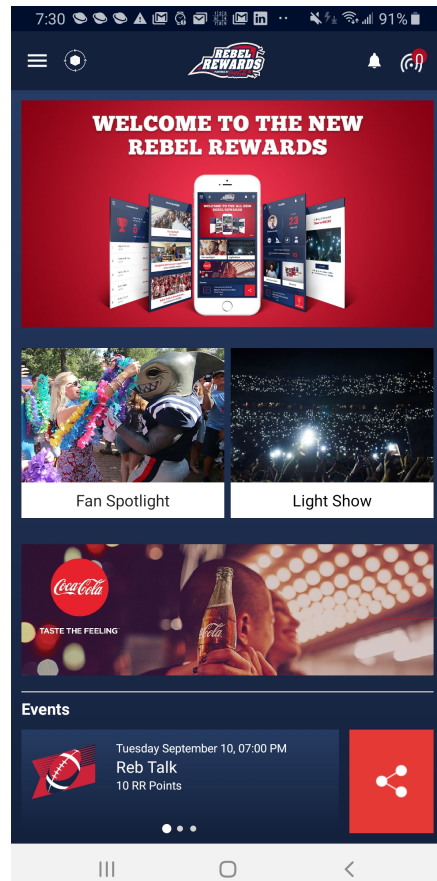
Upcoming Events

TUE	10	Reb Talk	7:00 PM	10 PTS
SAT	14	Football vs Southeastern Louisiana	3:00 PM	10 PTS
SUN	15	Soccer vs South Alabama	1:00 PM	20 PTS
TUE	17	Reb Talk	7:00 PM	10 PTS
FRI	20	Soccer vs Missouri	7:00 PM	20 PTS

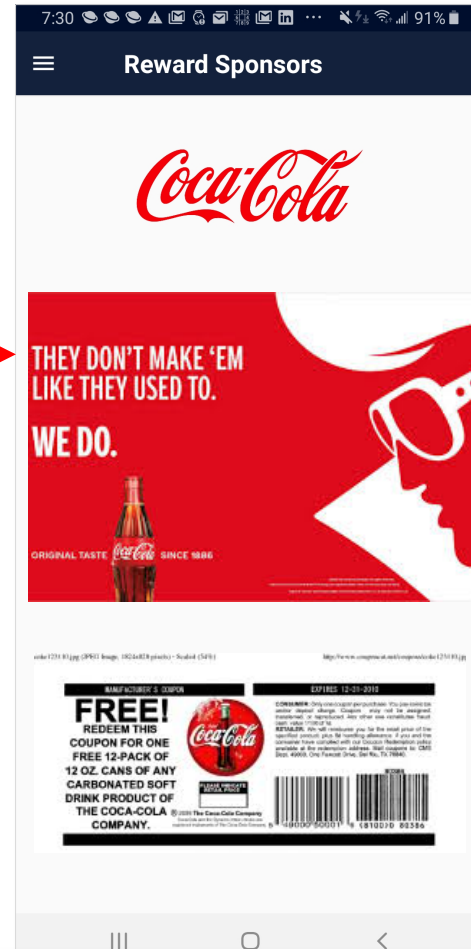


Engage with Sponsors

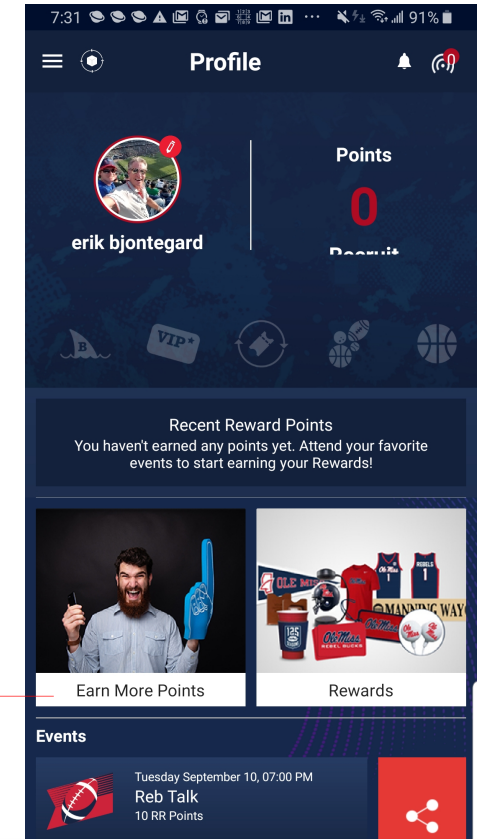
Deliver measurable value, create new revenues streams



Landing Page



Sample Promo Page



Fan Point Rewards

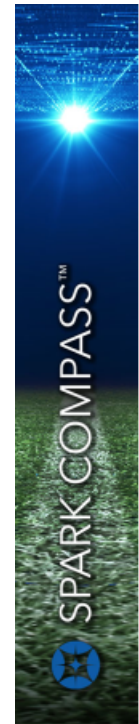


Redefining the Fan Experience for the New Normal

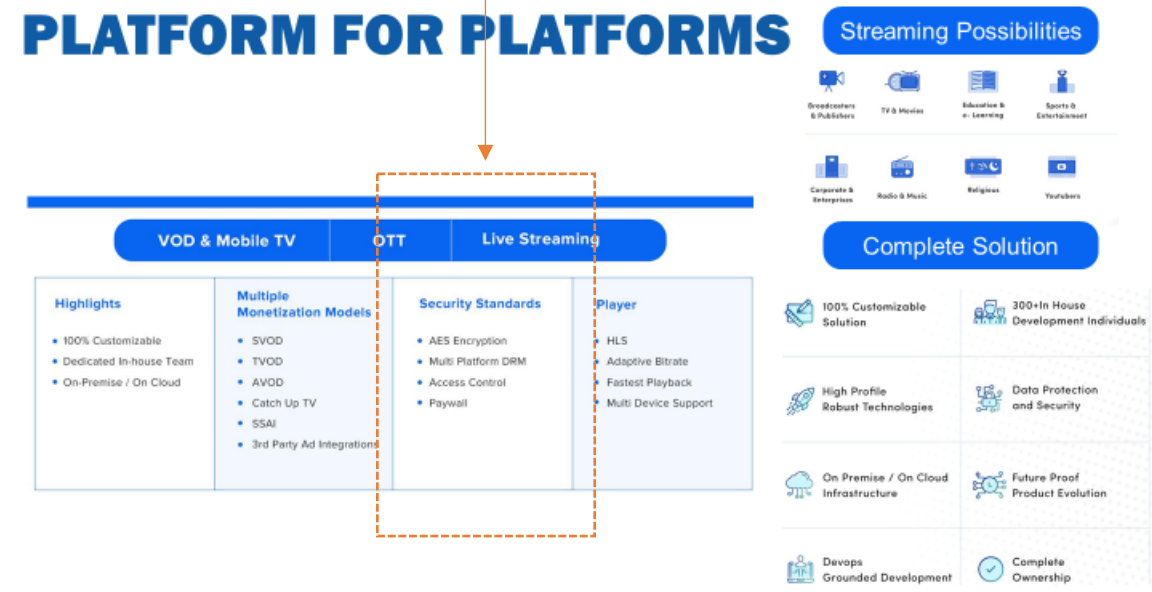
"THE NEW NORMAL IN ACTON" - LIVE DEMO FROM SPARK COMPASS "HOME-HQ" OFFICE

Security & Global rights

- Multiple DRM
- GDPR Compliance
- Platform Security
- Top Admin Encryption
- No Unauthorized Downloads



COMPLETE OTT & STREAMING PLATFORM FOR PLATFORMS



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One Solution Meets All Your On-demand Needs

Increase on-demand potentiality across all devices & platforms to broadcast audio & video content to a larger audience.

- ▶ Video On Demand
- ▶ Audio-On-Demand
- ▶ OTT

SIMPLE to deploy

- Platform Controls like a studio
- You do or we do
 - Content Management
 - Campaign Management
 - Ad Management
 - Sponsor Management
- Mobile App Interface;
 - Create New Dedicated, or
 - Integrate Your Current



Q & A

QUESTION & ANSWER



WANT TO KNOW MORE?

Contact Us Now

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Erik: erikb@sparkcompass.com
