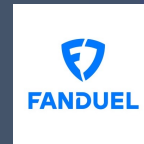


Case Study: FanDuel



FanDuel TV and FanDuel TV+ Sports Video Content Management

Nomad Media offers new solutions to sports lovers with live streaming management, live channels, content syndication, AI-driven enrichment, and search.

CHALLENGE

FanDuel lacked any true content management system. 500 TB on-prem storage. They had to manually deploy several disparate solutions without any cloud formation templates and configurations were being done by hand. No way of content automation on their live channels. Their strategy was not scalable.

SOLUTION

Nomad Media leverages the AWS stack to create a sports media & entertainment comprehensive product offering with a simplified user experience. Dubbed a “Media company in a box,” Nomad Media allows FanDuel to scale and grow in the future to deliver great new sports-based content.

BENEFIT

- Reduced time to market drastically
- Seamlessly managed 60+ live channels
- Minimized manual work for metadata discovery and asset organization
- Improved ability to deliver content with low latency worldwide at scale
- Increased adoption of new cost-effective technologies
- Enhanced data archiving capabilities
- Enriched metadata to monetize existing asset libraries
- Reduced asset storage and distribution costs

“ We quickly saw that the Nomad Media Platform could transform the way that we managed and distributed content, saving us from tons of manual work. ”

—Eric Girard, Senior Manager of FanDuel TV and FanDuel TV+, FanDuel Group



About FanDuel

FanDuel Group is an online sportsbook and gaming technology company that provides fantasy sports, the FanDuel TV+ streaming service, and the live FanDuel TV network. The company was founded in 2009 and has developed multiple award-winning apps.

