

# Interactive Sports Apps on the TV

*Sports apps are incredibly popular but... TV is still King*

## Latest Tech Enablers

- AI/ML: experience and production
- 5G: instant on video
- Rights management: availability and upsell
- Powerful TVs: apps and third party integrations
- Hybrid delivery: linear+VOD, interactivity

## Betting market stats laying the ground for TV betting

- May 2018 US federal ban on sports betting lifted by the supreme court
- US Y \$17 billion in wagers and \$1.2 billion in revenue
- UK online gambling...£5.4 billion (\$7.1 billion) gross revenue a year

## Betting on your TV: Sample Scenarios

- Sports Contests
- Dedicated Commentators
- Pre-game questions/bets
- In-game questions/bets
- Viewer competition



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**SPEAKER**

Greg Jarvis leads international IT services firm Fincons' US business. Over the past 18 years he has launched multiple OTT and connected TV platforms and apps. He currently leads the efforts to design and deploy next-gen user experiences and recently published the Interactive TV interface best practices book and reference design.