



# SPORTS TV DATA

B2B services from Ronin Sports



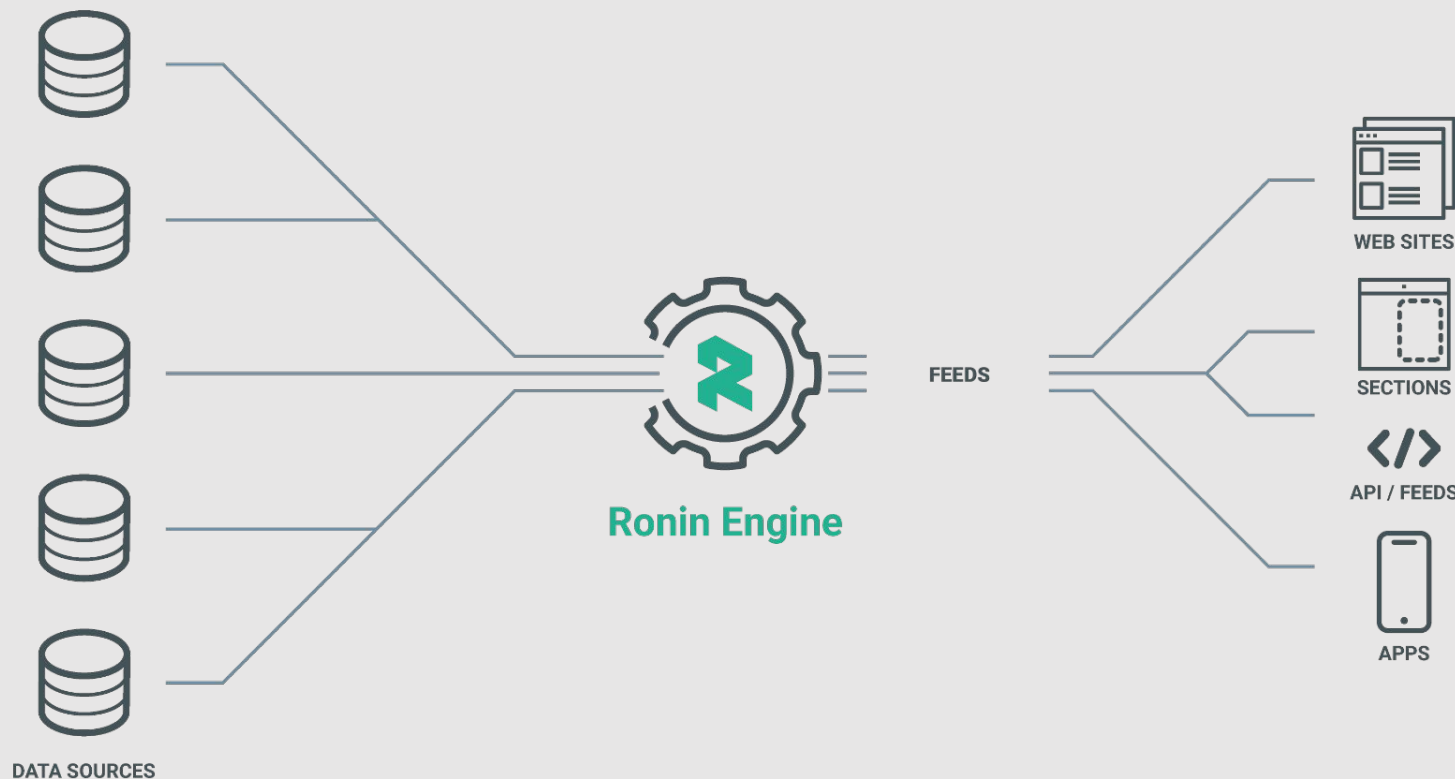


## Ronin Sport a leading provider of Sports TV data solutions

- Specialized in Sports TV data since 2004.
- Our focus is "When and where Live Sports is shown on TV".
- We offer live TV and streaming data solutions on a wide range of sports in many countries.
- Flexible and customizable platform with products such as embedded TV-guides, white label sites/apps and API.
- With our product your sports section gets relevant and sought after content. It also allows for new revenue streams

## What we do

- We collect data from a large number of sources and compile them into high-quality TV and streaming data.
- The data can be delivered as:
  - Fully responsive websites.
  - Native apps for iOS and Android.
  - Customizable widgets that can be embedded on your site in a matter of minutes.
  - API with JSON-data.





## Ronin Sports TV-guide section enables the following:

- **Get widgets**

Choose from lots of different responsive widgets with sports, events and locations of your choosing. We have data for all your local events as well as for the national and international ones.

- **Fully customized**

We can together with you, or for you, customize your own microsites with your branding, navigation etc.

- **Start making new revenue**

If you want to sell your own ads, have your own CPO-deals for channels, streaming services and betting companies integrated we will fix that for you. If you want we can do a revenue share with you based on the deals we already have. Either way, you will start earning revenue from day one.

- **Fully localized**

For the US-market we have a solution based on zip codes so that you can display all events that a reader can actually view where he or she is located. A solution that sport fans has been wanting for a long time.



# Live Sports on TV - main section example

Navigation: Newspaper, LOGIN, JOIN NOW

Home, News, Sports, Travel, Entertainment, Blog, TV Guide, Contact

BUY NOW!

Latest News

ALL SPORTS ICE HOCKEY BASKETBALL **FOOTBALL** SOCCER

MON, DEC 5, 2022

1:00 AM	Atlanta Falcons	+260	CBS	PARAMOUNT+
	Pittsburgh Steelers	-345		
	NFL	BETMGM		
1:00 AM	Chicago Bears	+110	FOX	FOX
	Green Bay Packers	-135		
	NFL	BETMGM		
1:00 AM	Detroit Lions	-120	FOX	FOX
	Jacksonville Jaguars	+100		
	NFL	BETMGM		
1:00 AM	Minnesota Vikings	-164	CBS	PARAMOUNT+
	New York Jets	+140		
	NFL	BETMGM		
1:00 AM	Philadelphia Eagles	-250	FOX	FOX
	Tennessee Titans	+200		
	NFL	BETMGM		
1:00 AM	Baltimore Ravens	-400	CBS	PARAMOUNT+
	Denver Broncos	+300		
	NFL	BETMGM		
1:00 AM	Houston Texans	+260	CBS	PARAMOUNT+
	Cleveland Browns	-345		
	NFL	BETMGM		
1:00 AM	New York Giants	+110	FOX	FOX
	Washington Commanders	-135		
	NFL	BETMGM		

Full sports TV-guide with a range of sports and leagues of your choice.



# Live Sports on TV - smaller teaser integrations



Smaller widgets to drive visitors to the main TV-guide page.

These mini widgets can be filtered on sports, leagues or teams.



**NEWSPAPER** ×

What do you want to find? 🔍

**News** ▾

**Sports** ▾

- NFL
- NBA
- MLB
- NHL
- NCAA
- Tennis
- Golfweek
- IndyCar
- Odds

**Sports on TV**

- NASCAR
- Fantasy
- Soccer

**NEWSPAPER** Sports on TV

**MON, DEC 5, 2022**

1:00 AM **Atlanta Falcons** -105

**Pittsburgh Steelers** -115

NFL BETMGM

CBS PARAMOUNT+ ↗

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1:00 AM **Chicago Bears** +165

**Green Bay Packers** -200

NFL BETMGM

FOX

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1:00 AM **Detroit Lions** +100

**Jacksonville Jaguars** -120

NFL BETMGM

FOX

---

1:00 AM **Minnesota Vikings** -161

**New York Jets** +135

NFL BETMGM

CBS PARAMOUNT+ ↗

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1:00 AM **Philadelphia Eagles** -227

**Tennessee Titans** +180

NFL BETMGM

FOX

**NEWSPAPER** Sports on TV

**THU, DEC 1, 2022**

7:00 AM **Cleveland Cavaliers** -164

**Philadelphia 76ers** +140

NBA BETMGM

BALLY OHIO NBCS PHILADELPHIA

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7:00 AM **Orlando Magic** +170

**Atlanta Hawks** -208

NBA BETMGM

BALLY FLORIDA BALLY SOUTHEAST

BALLY SOUTHEAST ATL

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7:30 AM **Boston Celtics** -370

**Miami Heat** +290

NBA BETMGM

BALLY SUN NBA TV NBCS BOSTON

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7:30 AM **Brooklyn Nets** -227

**Washington Wizards** +185

NBA BETMGM

YES NBCS WASHINGTON

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7:30 AM **New York Knicks** +170

**Milwaukee Bucks** -208

NBA BETMGM

BALLY WISCONSIN MSGSN



The screenshot shows the Dallas Observer website's 'SPORTS ON TV' section. At the top, there's a navigation bar with the Dallas Observer logo, a 'SUPPORT US' button, and the tagline 'Dallas' independent source of local news and culture'. An 'ACCOUNT' link is also present. Below the navigation is a 'SPORTS ON TV' header with a grid of sport categories: ALL SPORTS, ICE HOCKEY, BASKETBALL, SOCCER, BASEBALL, GOLF, FIGHTING, MOTORSPORTS, and FOOTBALL. The main content area is for 'FRI, FEB 24, 2023' and lists several NHL games starting at 5:00 PM. Each game entry includes the teams, odds, and broadcast channels.

Time	Game	Odds	Broadcasters
5:00 PM	Florida Panthers vs Buffalo Sabres (NHL)	1.53 / 2.55	BALLY FLORIDA, ESPN+, MSGSN, MSGSN 2
5:00 PM	Toronto Maple Leafs vs Minnesota Wild (NHL)	1.54 / 2.50	BALLY NORTH XTRA, BALLY WISCONSIN XTRA, ESPN+
5:00 PM	Philadelphia Flyers vs Montreal Canadiens (NHL)	1.69 / 2.20	ESPN+, NBCS PHILADELPHIA
5:00 PM	Carolina Hurricanes vs Ottawa Senators (NHL)	1.40 / 3.00	BALLY CAROLINAS, BALLY SOUTH, ESPN+
5:00 PM	Cleveland Monsters vs Utica Comets (AHL)	BET NOW	BALLY GREAT LAKES
5:00 PM	Metropolitan Riveters W vs Boston Pride W	BET NOW	ESPN+

## Revenue opportunities

- Affiliate links to betting operators
- Affiliate links to streaming services
- Banners on the section where widget is placed





## Ronin Sports TV-guide section enables the following:

- **Relevant content for your readers - locally adapted**

Readers interested in sports are for sure interested in knowing what teams are playing and where they can see that game. Ronin can also provide you with tailored content eg. sports, games, matches and events that are of interest for your local readers. For example local teams, college teams etc. And we also provide a solution where all visitors can browse only the games they actually can watch due to viewing rights in your local market.

- **Increased time spent on site, traffic and returning visitors**

We know from almost 20 years of experience that a live sports on TV-guide section leads to increased time spent on site, a larger number of returning visitors to your site and increased traffic/page views.

- **New revenue streams**

Implementing our service is also a very effective way to generate new revenue streams to your website. Both in form of standard ad formats (banners etc.) and in new CPA-revenues from streaming services and betting companies. Ronin can provide these solutions integrated out-of-the box ready for you to start earning money. Or we will implement your own ad-solutions.

- **Drive traffic to your premium content (subscription business)**

If you broadcast your local events, matches etc. the TV-guide will be a great marketing tool to generate new subscribers and viewers to your own content.



[www.roninsport.io](http://www.roninsport.io)

