

# DGN 2.0

## OTT Platform Migration with the Disc Golf Network

**Jeff Spring**

CEO & Tour Director

Disc Golf Pro Tour

April 16, 2024 - NAB



# Our Story.

## A Brief History

- Disc golf is an emerging sport.
- DGPT launched in 2016
- Our company recapitalized the DGPT in 2020, becoming majority owners.



[Click Here for Link to Video](#)

# Disc Golf Pro Tour's Growth

## Fueled by DGN

- 2020 launch, growth & results
  - 5k subs after first two events, then pandemic
  - Restart in June, growth to 15k subscribers
- 2021 expansion
  - Broadcast grew to over 20 people on ground and in control room
  - Subscribers up to 28k
- 2022 international expansion and growth
  - Broadcast grew to over 30 people
  - Subscribers up to 44k
- 2023 continued growth & the ceiling
  - Stability achieved with former provider, but feature development and growth slow
  - Broadcast routinely hitting 40 people working
  - Subscribers up to 56k



# Importance of Media Development for Disc Golf

## Local, National & International Growth

- Growth depends on visibility
  - More courses
  - More eyes on disc golf media
  - Market development, international
- DGN & media distribution efforts
  - ESPN
  - CBS Sports
  - Amazon Prime Video
- FAST channel development & distribution
- User engagement
  - DGN Watch Time
  - Effort to build more user engagement on DGN platform in the future



# What's Worked & What We've Learned

## Events Leading to DGN 2.0

- Content Structure evolution into subscriber tiers
  - Free Rounds
  - YouTube Distribution
- Dealing with fast growth
- Process of decision making on migration
- A bright future because of our ability to control development
- Thanks to AWS & Insys VT for their support and belief



# DGN 2.0

## OTT Platform Migration with the Disc Golf Network

**Jeff Tocci**

Director of Broadcast Technology

Disc Golf Network

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# Before We Begin...

A moment of gratitude.





# Agenda

## What to Expect

- An honest, transparent view of DGN's decision to migrate away from an all-in-one OTT solution to a custom-built OTT platform.
- A timeline of events as they transpired from the end of the 2023 season to the current day.
- The successes and pitfalls we encountered along the way.
- Lessons learned.
- A glimpse into what is to come.



# Critical Moments (2023 Season)

## Factors That Led to Migration

- Server crashes on the first two events of the year.
- Lack of devoted, real-time technical support.
- No option for subscription tiers.
- Transcoding errors & delays.
- 60fps not fully supported.
- No Live DVR.
- Unclear development timelines.



# Our Non-Negotiables

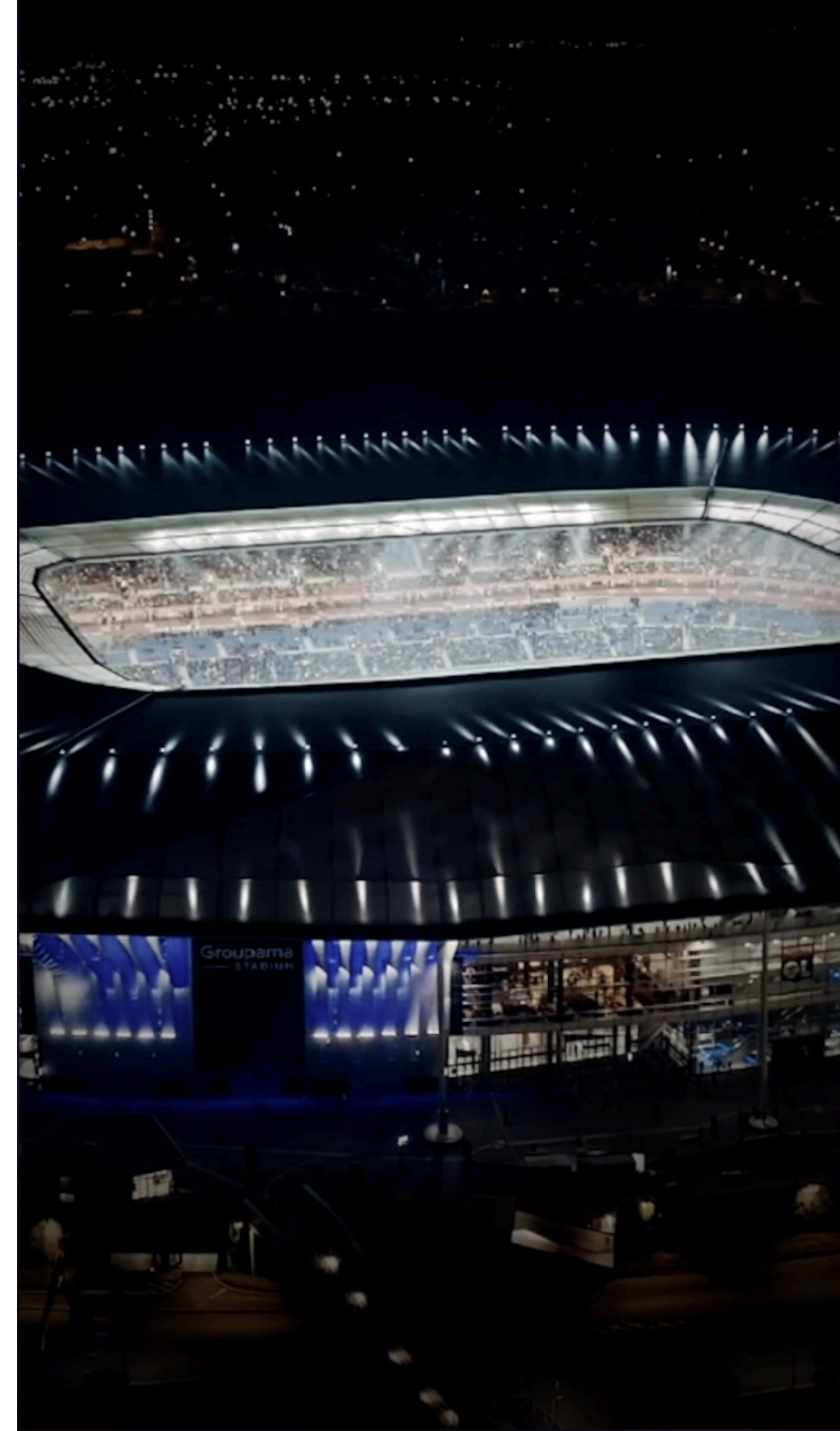
## A List of Demands

- Server reliability
- Live DVR
- 60fps
- Near-instant transcode times
- A sexy app
- 3rd party configurability
- In-depth metrics and analytics
- Subscription tiers



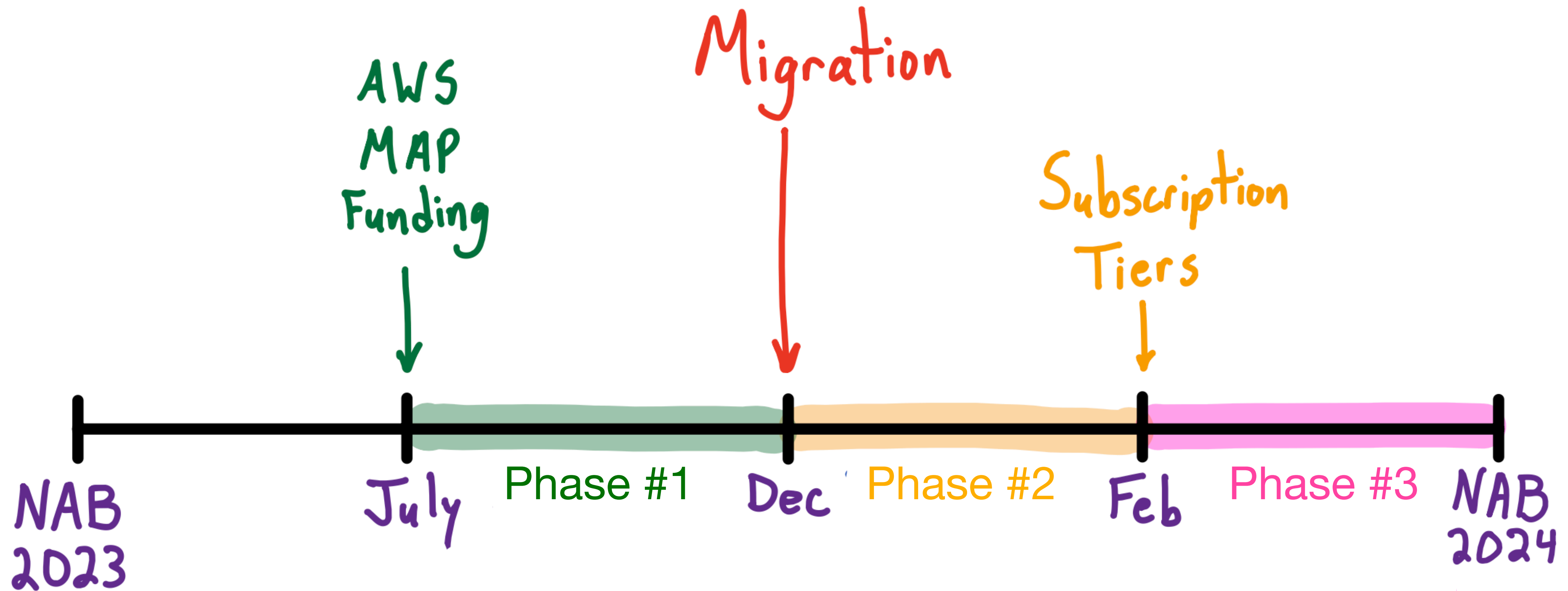
# Why Insys Video Technologies?

- Did not insist on all-in-one package.
- Willing to work with us in whatever capacity we needed.
- Willing to integrate other 3rd party solutions.
- Guaranteed us our non-negotiables on an abbreviated timeline.
- Proven DTC sports clients (Benfica, OL, German Intl. Football, Canal+).
- Listened to our needs & understood our product.
- AWS preferred partner.
- The team size fit our company. We are small and agile.
- Olympique Lyonnaise app. — —>























# The Past Year

## An Oversimplified View



# The “Off-Season”

## Development Phases

Web Side Platform		Phase One (Dec 1) (#1 Priority)
Customer Migration		Phase One (Dec 1) (#1 Priority)
Content Migration		Phase One (Dec 1) (#1 Priority)
Compliance Work (DRM, Taxes, Stripe)		Phase One (Dec 1) (#1 Priority)
PDGA Member Discount		Phase One (Dec 1) (#1 Priority)
Improved Navigation (new category views)		Phase One (Dec 1) (#1 Priority)
iOS App		Phase One (Dec 1) (#1 Priority)
Android App		Phase One (Dec 1) (#1 Priority)
User Curated Content Selection (my list)		Phase One (Dec 1) (#1 Priority)
Subscription Tiers		Phase One (Dec 1) (#2 Priority)
Device & Concurrent Stream Limiting		Phase One (Dec 1) (#2 Priority)
TV Apps (multiple)		Phase One (Dec 1) (#2 Priority)
Roku		Phase One (Dec 1) (#2 Priority)
FireTV		Phase One (Dec 1) (#2 Priority)
Chromecast		Phase One (Dec 1) (#2 Priority)
Customer Service Solution		Phase One (Dec 1) (#2 Priority)
Upgrade/Downgrade Subscription Tiers		Phase Two (Feb 1)
Live DVR		Phase Two (Feb 1)
Instant Transcode Auto-Publish Configuration		Phase Two (Feb 1)
Voice to Text (LIVE)		Phase Two (Feb 1)
Stream Health Monitoring (Metrics System)		Phase Two (Feb 1)
Pay Per View (LIVE only)		Phase Two (Feb 1)




Disc Golf Network

discgolfnetwork.com

Log on | Admin pa... DGN-Viewership PDGA Live - Events 2024 events - wha... Cloud Video Kit DGN Servicedesk... Humata Insys Action Items Samsung Support Request |...

HIGHLIGHTS DGN VAULT OFF THE COURSE ACADEMY SHOP JTOCC1@DGPT.COM



## 2024 JONESBORO OPEN

Access all content from the 2024 Jonesboro Open!

2024 JONESBORO OPEN

TOURNAMENT GENERAL (DGN PRO) TOURNAMENT CENTRAL BONUS EPISODE

2024 TEXAS STATE DISC GOLF CHAMPIONSHIPS

2024 UNITED STATES WOMEN'S DISC GOLF CHAMPIONSHIPS

2024 THE OPEN AT AUSTIN

DISC GOLF PRO TOUR

PDGA MAJOR

PDGA EURO TOUR

JO MEZ PRO

VAULT

DISC GOLF NETWORK



## 2024 JONESBORO OPEN

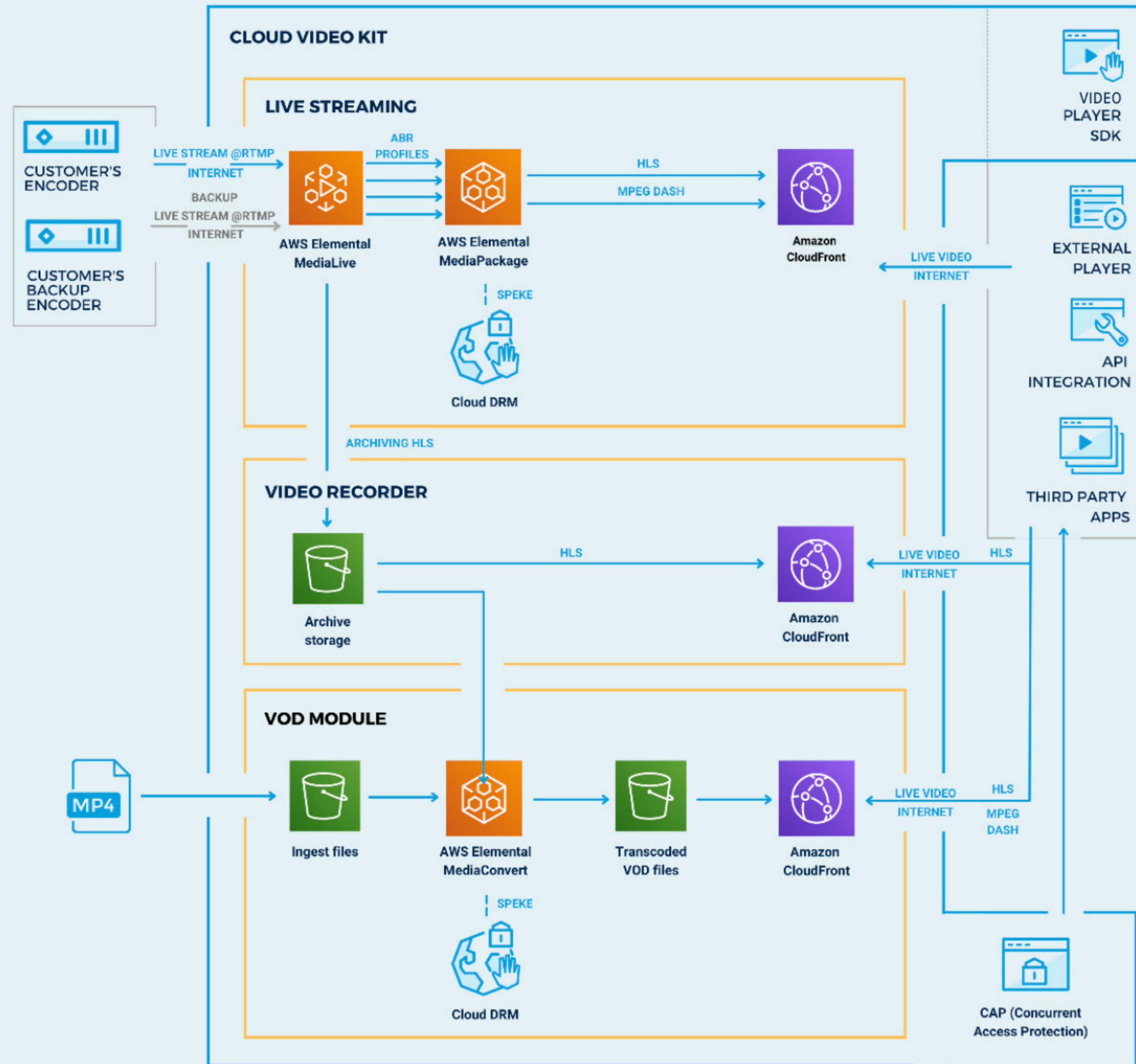
Access all content from the 2024 Jonesboro Open!

DISC GOLF PRO TOUR

PDGA MAJOR

HOME HIGHLIGHTS DGN VAULT OFF THE CO... MORE

# Under the Hood AWS Architecture







THE HOME OF  
**LIVE** DISC GOLF.

**TIERED SUBSCRIPTION BREAKDOWN**

	DGN basic	DGN STANDARD	DGN PR	
<b>MONTHLY</b>	BASE PRICE	\$5.99/mo.	\$12.99/mo.	\$19.99/mo.
	PDGA MEMBER	FREE	\$5.99/mo.	\$12.99/mo.
<b>YEARLY</b>	BASE PRICE	\$59.99/yr.	\$129.99/yr.	\$239.99/yr.
	PDGA MEMBER	N/A	\$69.99/yr.	\$139.99/yr.
<b>LIVE TOURNAMENT COVERAGE</b>	1st round of all DGPT events and select PDGA Pro Majors.  Full coverage of: Chess.com Invitational USWDGC Champions Cup Worlds R4 & 5 MVP Open	Full coverage of all DGPT events and PDGA Pro Majors, excluding European Open and USDGC.	FULL COVERAGE OF ALL DGPT EVENTS AND PDGA PRO MAJORS ✓	
<b>LIVE BONUS COVERAGE</b>	Select bonus feature hole broadcasts	Select bonus feature hole broadcasts	ALL bonus feature hole broadcasts + alternate commentary streams!	
<b>LIVE PAUSE/REWIND, INSTANT RE-WATCH</b>	✓	✓	✓	
<b>TOURNAMENT CENTRAL</b>	✓ Pre-game Halftime	✓ Pre-game Halftime	✓ All-day coverage plus bonus streams*	
<b>UPGRADED STREAM QUALITY</b>	Up to 1080p 60 fps	Up to 1080p 60 fps	Up to 1080p 60 fps	
<b>CONCURRENT STREAMING ALLOWED ON...</b>	1 device	2 devices	3 devices	
<b>JOMEZ EXTRA CONTENT</b>	✗	Select content only	✓	
<b>POST-PRO COVERAGE</b>	✗	✓ All Jomez coverage ad-free!	✓ All Jomez coverage ad-free!	
<b>AD-FREE LIVE COVERAGE (Round 1 coverage only)</b>	✗	✗	✓	
<b>20% OFF IN THE DGPT PRO SHOP AND JOMEZ SHOP</b>	✗	✓	✓	
<b>10% OFF DGPT TICKETS</b>	✗	✓	✓	
<b>2 FREE GENERAL ADMISSION TICKETS TO A DGPT EVENT</b>	✗	✗	✓	
<b>EXCLUSIVE MONTHLY NEWSLETTER</b>	✗	✗	✓	

PRICING

INCLUDED FEATURES AND CONTENT

YEARLY SUB BENEFITS

**TIERED SUBSCRIPTION BREAKDOWN**

**MONTHLY**

BASE PRICE \$5.99/mo.  
PDGA MEMBER **FREE**

\$12.99/mo.  
**\$5.99/mo.**

\$19.99/mo.  
**\$12.99/mo.**

**YEARLY**

BASE PRICE \$59.99/yr.  
PDGA MEMBER **N/A**

\$129.99/yr.  
**\$69.99/yr.**

\$239.99/yr.  
**\$139.99/yr.**



PRICING

INCLUDED FEATURES AND CONTENT

**LIVE TOURNAMENT COVERAGE**

1st round of all DGPT events and select PDGA Pro Majors.  
  
Full coverage of: Chess.com Invitational USWDGC Champions Cup Worlds R4 & 5 MVP Open

Full coverage of all DGPT events and PDGA Pro Majors, excluding European Open and USDGC.

FULL COVERAGE OF ALL DGPT EVENTS AND PDGA PRO MAJORS ✓

**LIVE BONUS COVERAGE**

Select bonus feature hole broadcasts

Select bonus feature hole broadcasts

ALL bonus feature hole broadcasts + alternate commentary streams!

**LIVE PAUSE/REWIND, INSTANT RE-WATCH**



**TOURNAMENT CENTRAL**

✓ Pre-game Halftime

✓ Pre-game Halftime

✓ All-day coverage plus bonus streams\*

**UPGRADED STREAM QUALITY**

Up to 1080p 60 fps

Up to 1080p 60 fps

Up to 1080p 60 fps

**CONCURRENT STREAMING ALLOWED ON...**

1 device

2 devices

3 devices

# Learn From Us

## Issues We Encountered

- Subscriber Churn
  - Default payment methods (Stripe-to-Stripe)
  - Breakage
  - Ramping up new Stripe account.
- Device compatibility
- Access issues
- Apple issues
- Social media outrage



# Learn From Us

## What Saved Us?

- Customer Support Team
- Communications Team
- Real-Time Technical Support
- Continuation of Features\* & Additional Features (Live DVR & 60fps)
- Teamwork
- The Product





DISC GOLF NETWORK

Supported platforms & Requirements

iOS Mobile

Android mobile.

Android TV Set-Top Boxes

Amazon Fire TV

Android TV

LG Smart TV

Samsung Smart TV

Roku TV

Apple TV

Internet Browsers

I can't watch on my Fire TV

Purchasing and Subscribing

## Supported platforms & Requirements

The Disc Golf Network App can be used on a variety of PCs, mobile phones, tablets, and connected devices (including smart TVs). For a complete list, including minimum system requirements, see below.

For the best app experience, please ensure you're on the latest operating system ("OS") for your device and the latest browser version if on PC to access the latest features and functionality. If you are having issues viewing content, please [reach out to us](#) with your device details and a description of the issue.

### What Happens If I Try To Use the DGN App On an Unsupported Device or Operating System?

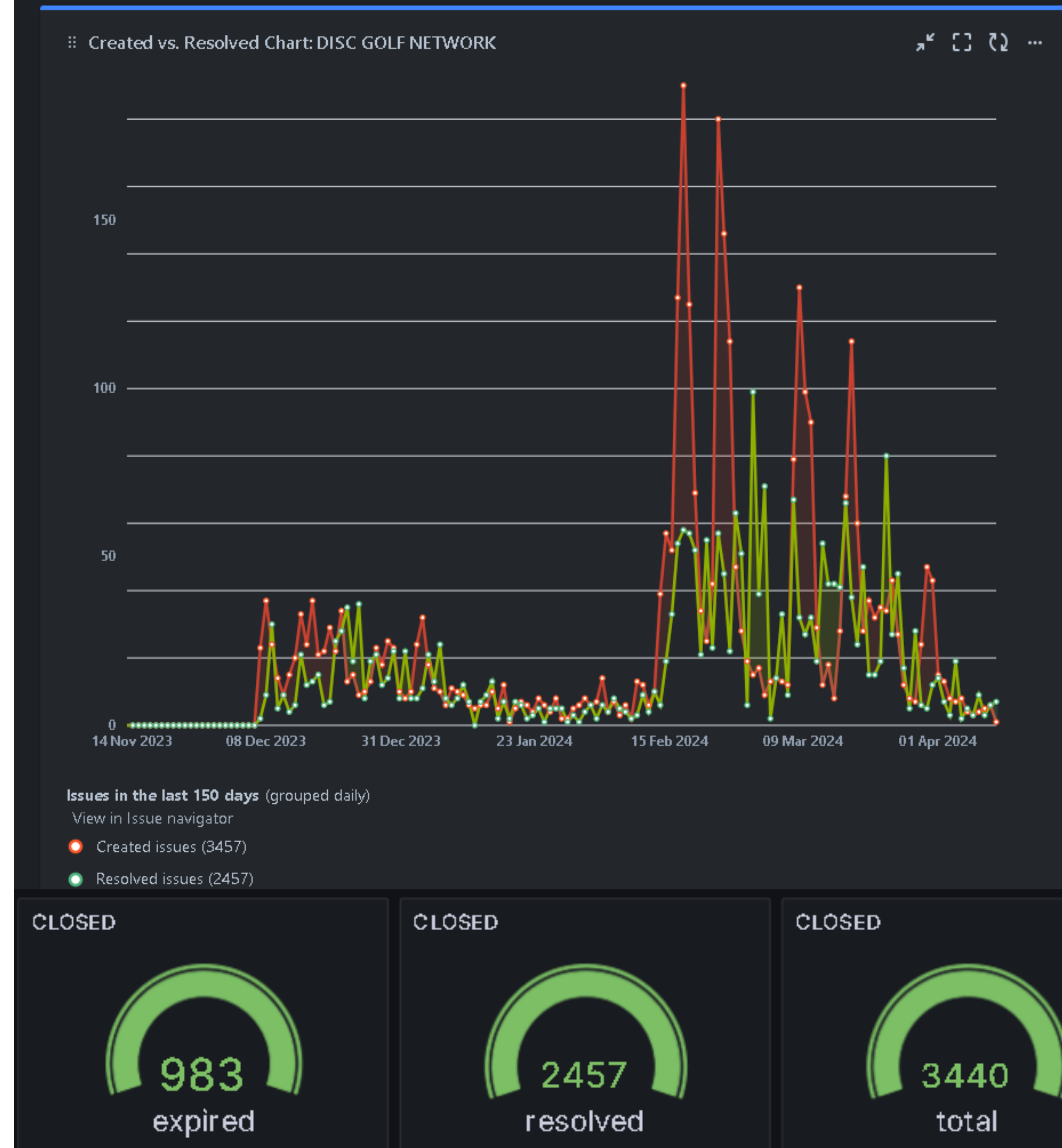
The newly upgraded Disc Golf Network app allows for improved streaming quality and new features, but the app is not supported on older devices or operating systems.

If you are trying to use the new DGN app on a device that is unable to install the minimum required operating system, you may see the following errors.

1. You may be unable to initiate a live broadcast viewing session or playback of a previously uploaded video.

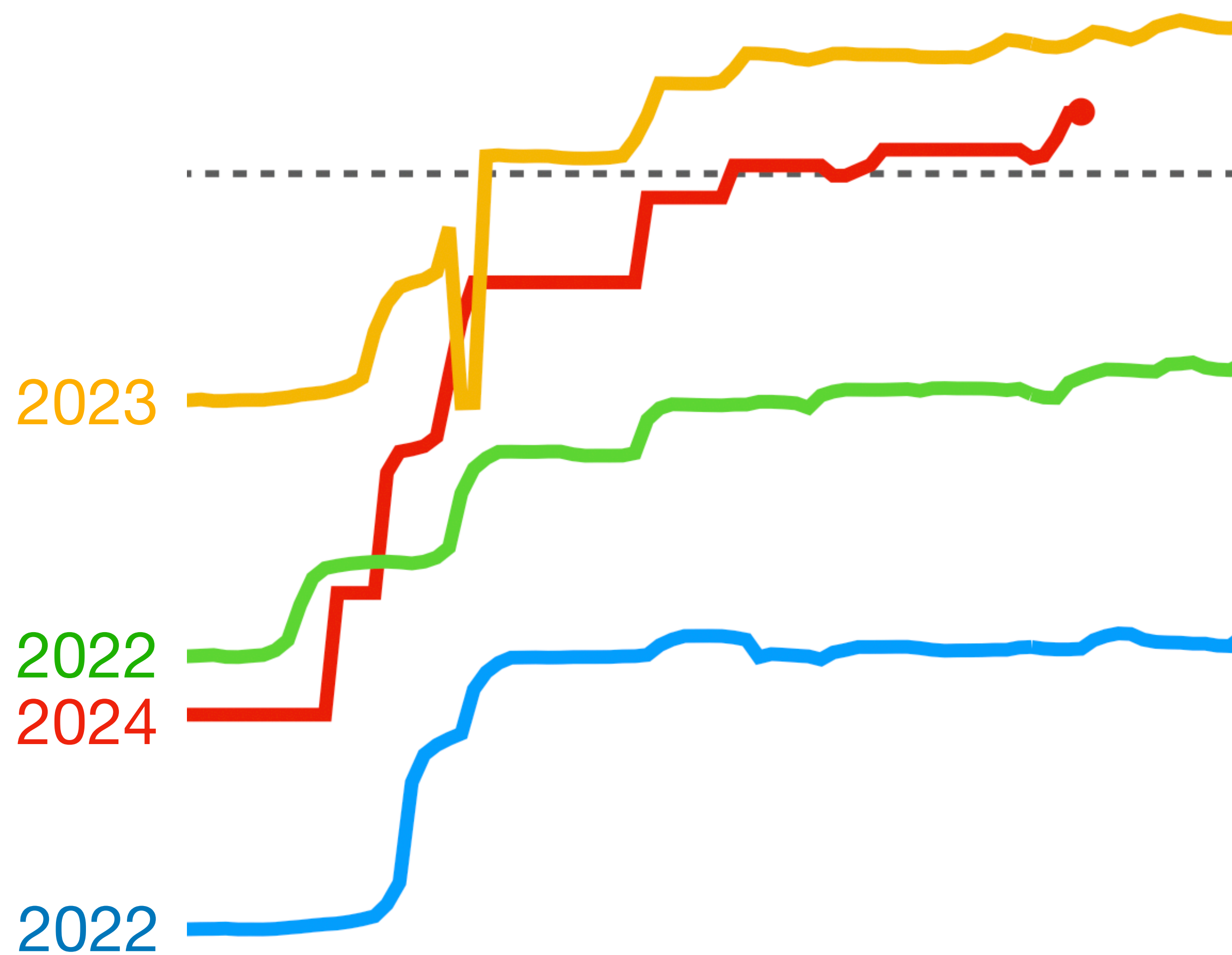
# Customer Support

## A Tornado of Tickets



# Subscriber Churn

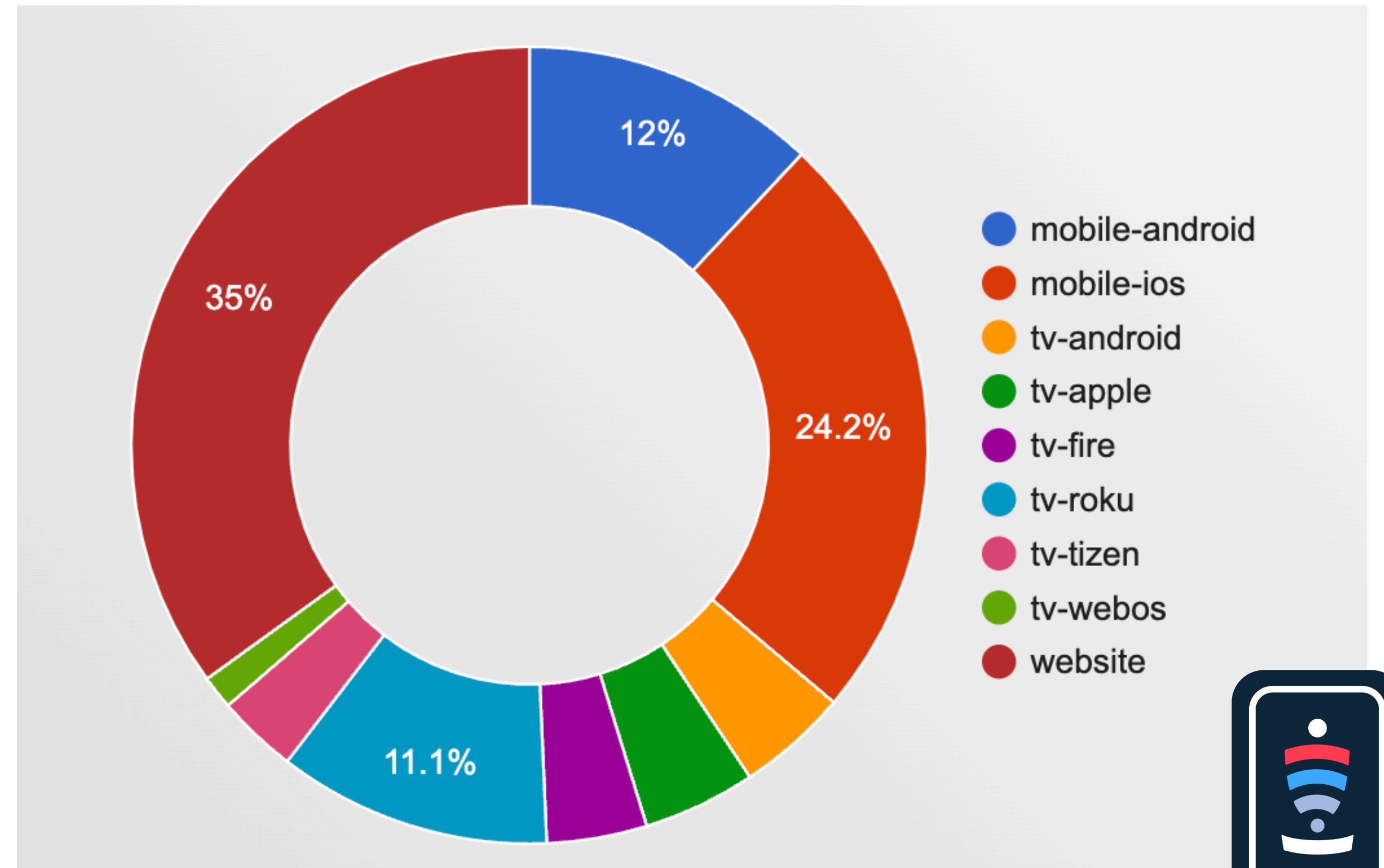
The Pain is Real



# Subscriber Insights

## Subscription Tier & Device Percentages

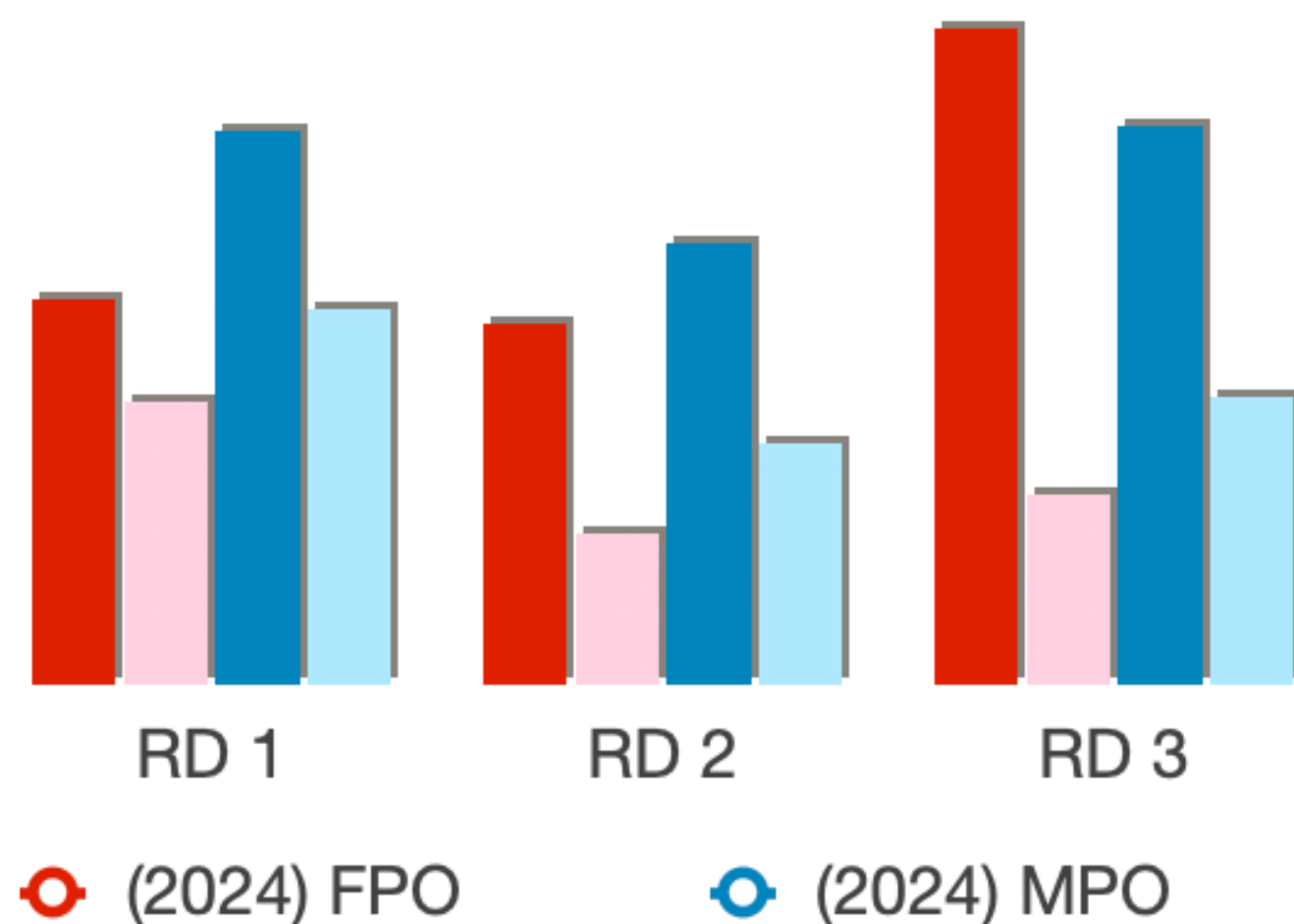
	Chess.com (Event #1)	Jonesboro (Event #6)
DGN Basic	1.59%	0.95%
DGN Standard	43.26%	37.68%
<b>DGN Pro</b>	3.31%	<b>5.43%</b>
PDGA Basic	8.73%	8.89%
PDGA Standard	34.26%	34.55%
<b>PDGA Pro</b>	8.85%	<b>12.50%</b>



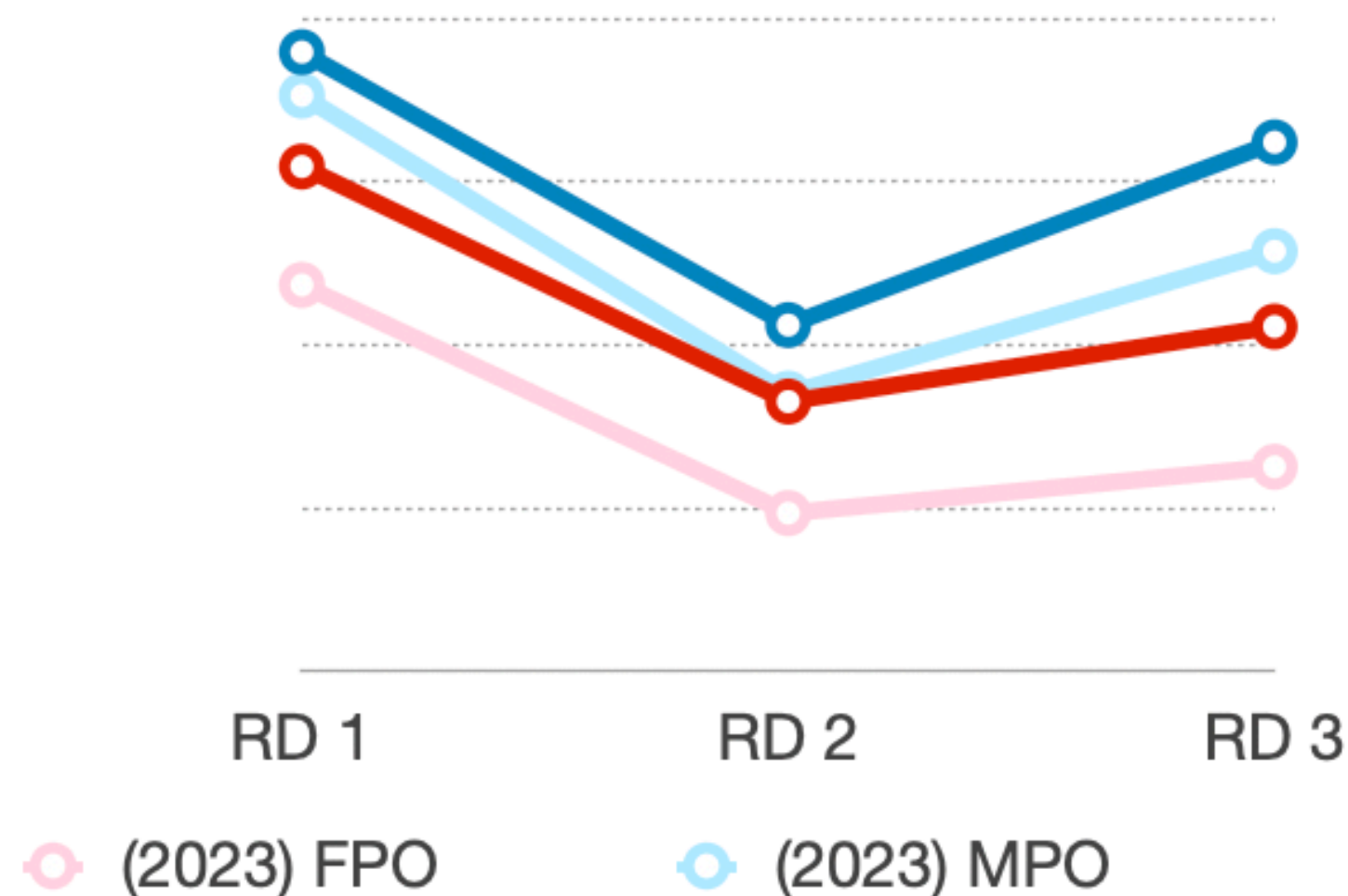
# The Open at Austin

March 15-17, 2024

## TOTAL VIEWS



## PEAK CONCURRENT



## Storylines

- (FPO) Ohn Scoggins has the highest rated FPO tournament of all time.
- (MPO) Niklas Anttila becomes the first Finnish DGPT champion in MPO.

## Stand-Out Stats

- FPO viewership exceeded MPO viewership for the first time ever.
- 23% of final round MPO viewership came from Europe (Finland).

TOTAL AVG. WATCHTIME  
(DGN BASIC/STANDARD)

**0:49:58**

FPO VIEWERSHIP  
(TOTAL)

**+123.66%**

TOTAL AVG. WATCHTIME  
(DGN PRO)

**0:59:39**

MPO VIEWERSHIP  
(TOTAL)

**+71.44%**

MAX PEAK CONCURRENT

**+7.55%**

YOY VIEWERSHIP  
(TOTAL)

**+92.80%**

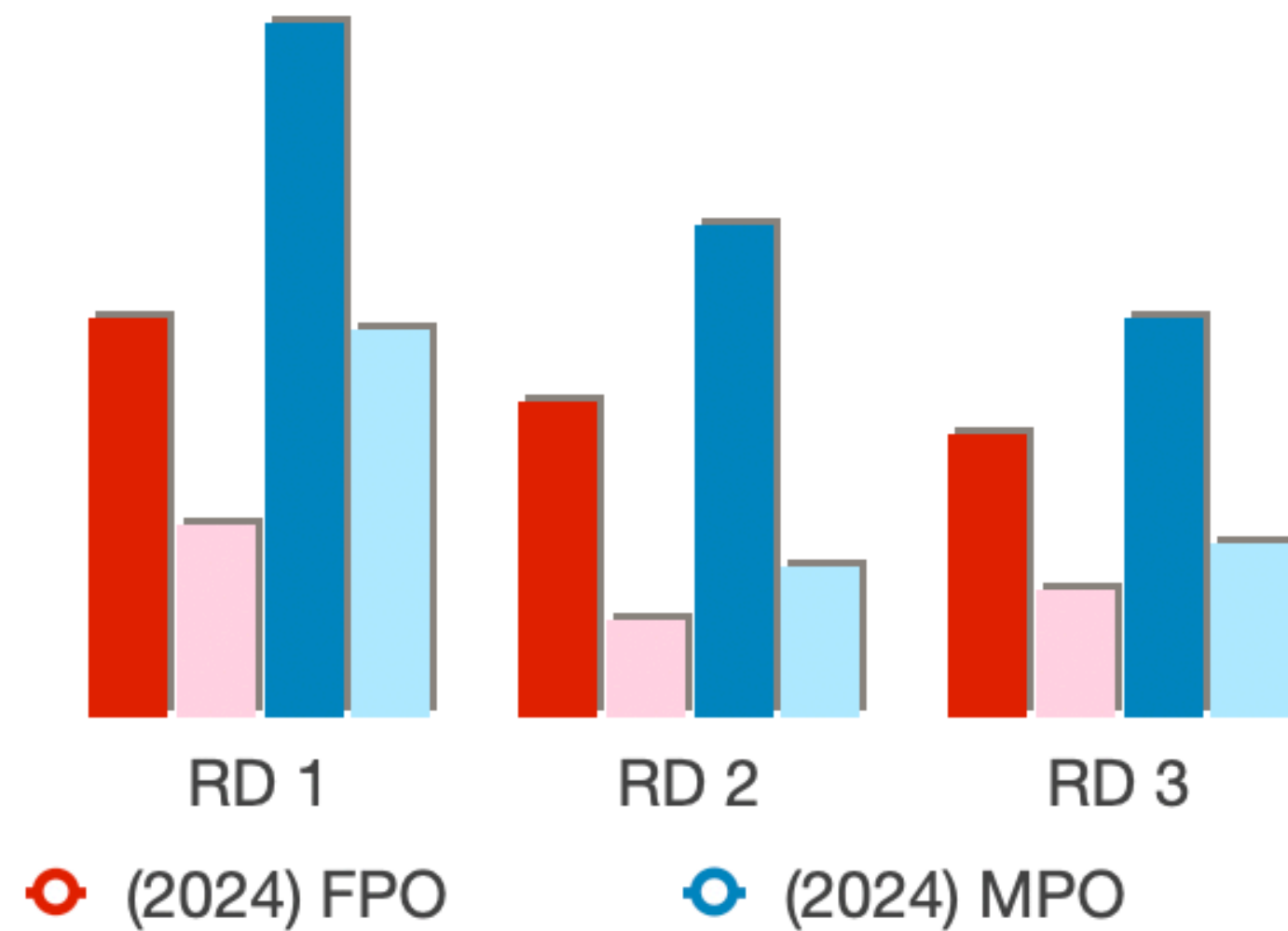




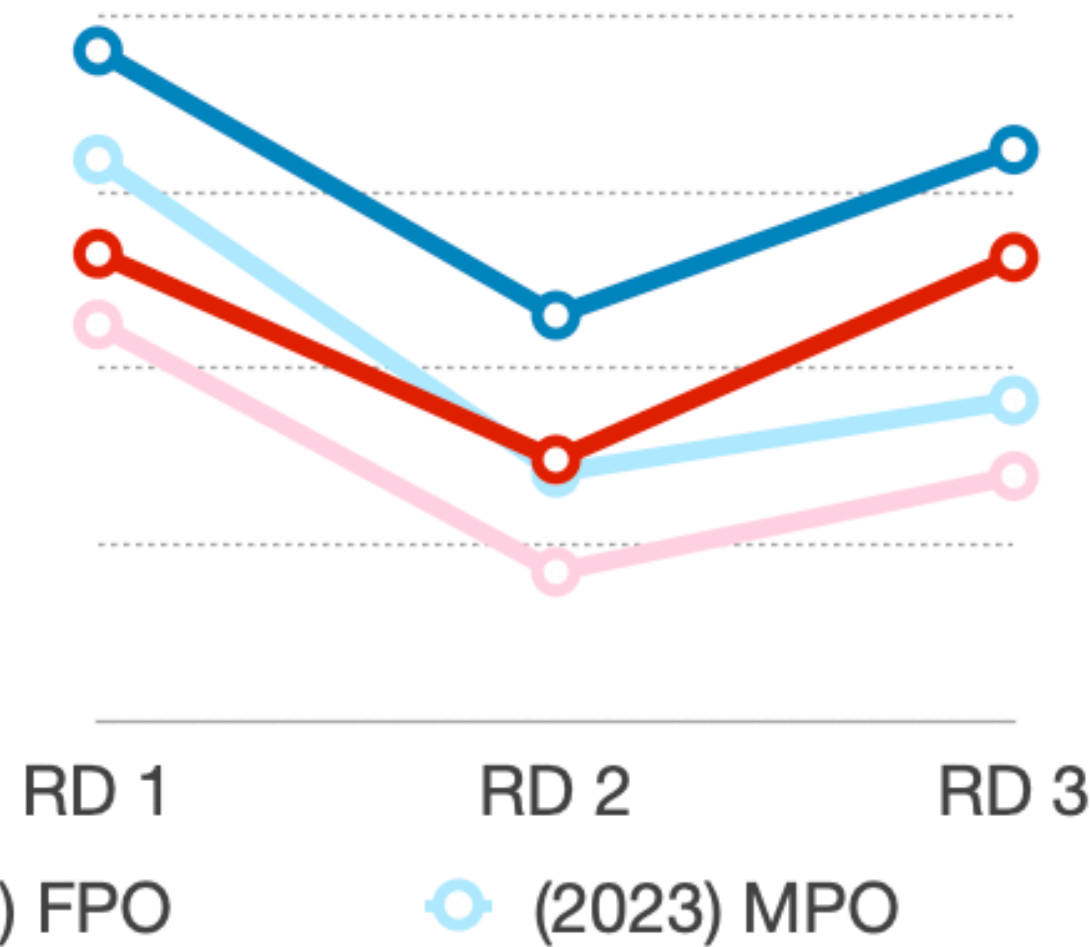
# Texas State Championships

March 29-31, 2024

## TOTAL VIEWS



## PEAK CONCURRENT



## Storylines

- (FPO) Anniken Steen becomes the first DGPT winner from Norway.
- (MPO) Anthony Barela becomes the #1 player in the world with his 2nd win in 4 total DGPT events.

## Stand-Out Stat

- FPO final round peak concurrent nearly the same as Round 1, which includes YouTube (free).

TOTAL AVG. WATCHTIME  
(DGN BASIC/STANDARD)

**0:51:52**

TOTAL AVG. WATCHTIME  
(DGN PRO)

**1:01:22**

MAX PEAK CONCURRENT

**+19.35%**

FPO VIEWERSHIP  
(TOTAL)

**+104.63%**

MPO VIEWERSHIP  
(TOTAL)

**+96.54%**

YOY VIEWERSHIP  
(TOTAL)

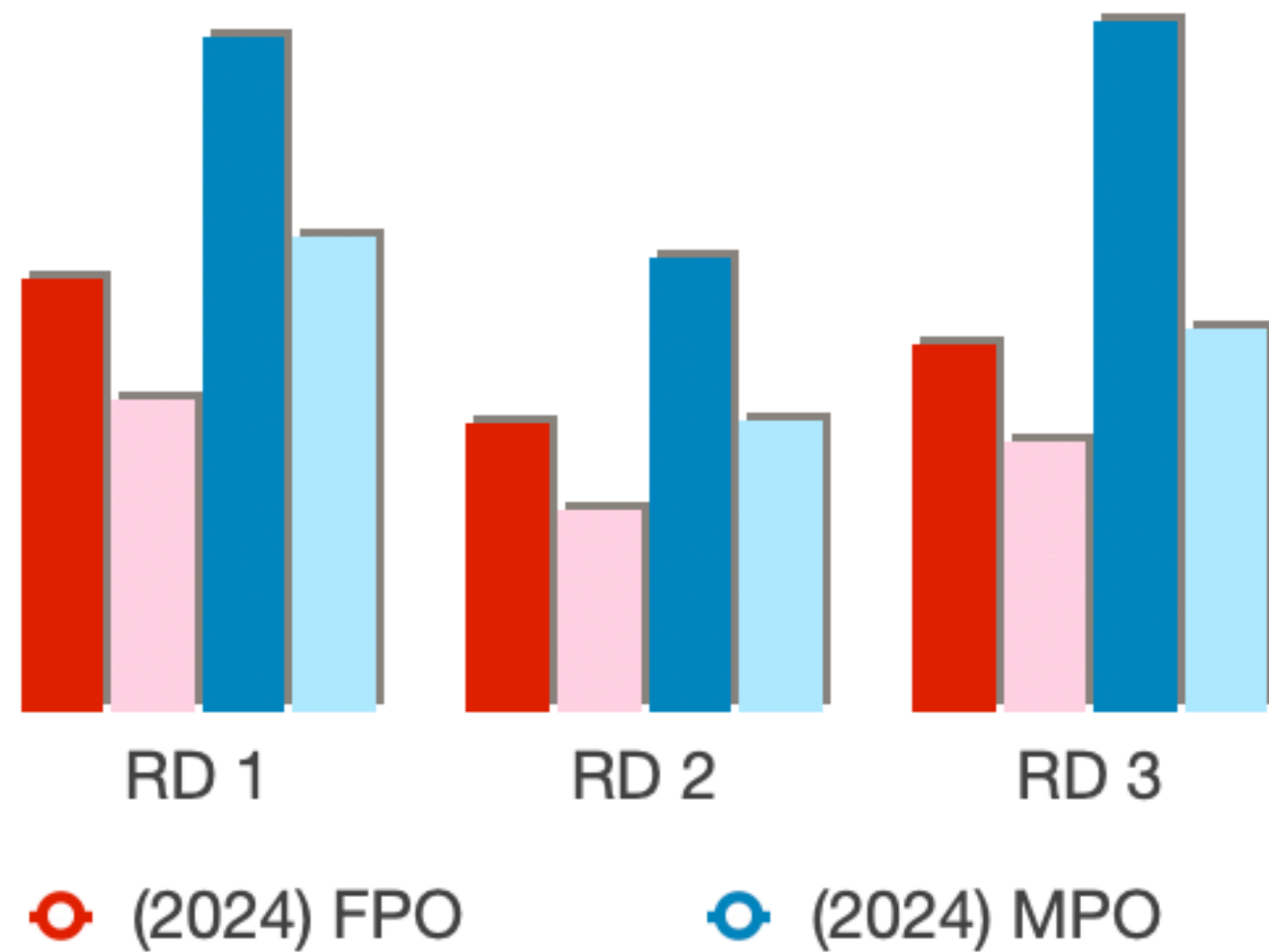
**+99.53%**



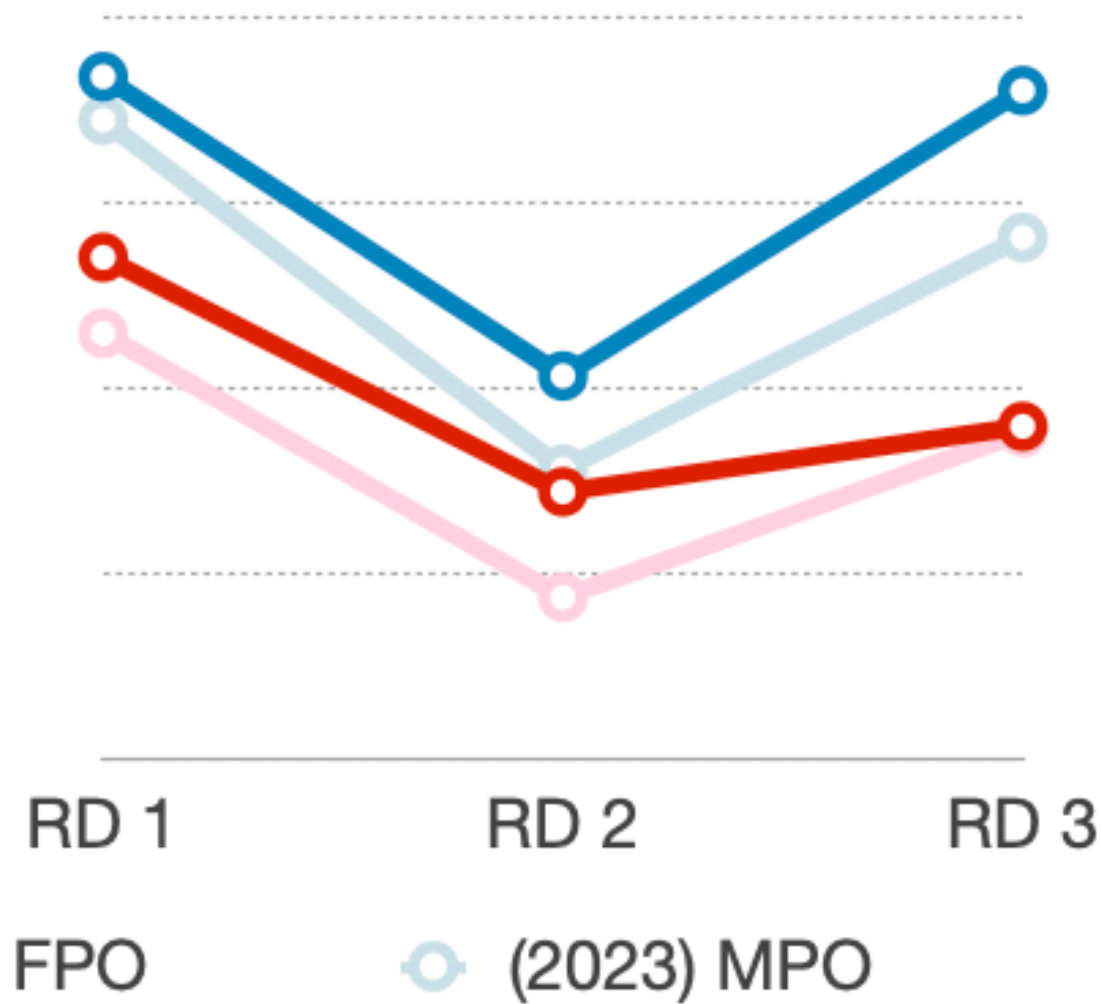
# Jonesboro Open

April 12-14, 2024

## TOTAL VIEWS



## PEAK CONCURRENT



## Storylines

- FPO runaway victory: Kristin Tattar by 9 strokes.
- MPO battle down to the wire: Barela wins his 3rd DGPT event (out of 5).

## Stand-Out Stat

- MPO final round peak concurrent nearly the same as Round 1, which includes YouTube (free).

TOTAL AVG. WATCHTIME  
(DGN BASIC/STANDARD)

**0:50:18**

TOTAL AVG. WATCHTIME  
(DGN PRO)

**0:59:53**

MAX PEAK CONCURRENT

**+6.81%**

FPO VIEWERSHIP  
(TOTAL)

**+38.31%**

MPO VIEWERSHIP  
(TOTAL)

**+57.59%**

YOY VIEWERSHIP  
(TOTAL)

**+49.75%**



# Lessons Learned

- Default payment bug within Stripe led to more churn than anticipated, and set development back 2 weeks.
- Seamlessly migrating auto payments should be done over an extended period of time, if possible. Ramping up business under a new account raises flags with banks.
- Customer Support + Communications saved us.
- Devices are out of control. Just getting developer access sorted for each platform was a task upon itself. Testing only gets you so far.
- Change is hard. Behavior change is really hard.
- Focusing on product features (not subscriber numbers) feels like the correct long-term decision, despite this short-term subscriber setback.



# Remember the Good Times

## Added Functionality in DGN 2.0

- Server capacity & reliability
- Live DVR
- 60fps & improved Image
- Instant transcoding
- DRM
- Automated publishing
- Subscription tiers
- CMS designed for live sports
- Mobile push notifications
- Technical support
- Stats & analytics
- Unlimited configurability



# The Work Isn't Over

## A Glimpse into the Future

- Development is ongoing. Still playing catch up.
- Promo codes
- Pay-per-view functionality
- Schedule page embedded within DGN
- Server Side Ad Insertion (SSAI)
- Real-time translation
- Advanced analytics
- More...



# Questions?

(Thank you.)

**Jeff Spring & Jeff Tocci**  
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