

Case Study

How the NFL Delivers a Great Video Experience

Monday, April 15 | 2:45 PM - 3:15 PM PST

NAB Show - Streaming Summit
Las Vegas Convention Center, W108-W109



Michael Blanchard
Director of Engineering, Platform
NFL Media



Willem De Saegher
VP, North American Sales
THEO Technologies





Meet the NFL

The **NFL (National Football League)** is America's premier professional football league, featuring the country's top teams competing for the Super Bowl championship each year.

Known for its intense gameplay, passionate fan base, and rich history, the NFL showcases the best of American football talent, attracting millions of viewers globally.



Meet THEO Technologies

At **THEO Technologies**, we are shaping the future of entertainment by providing high-quality video streaming technology.

Our mission is to simplify video operations, empowering developers to easily integrate high-quality video into their applications.



It's all about the FAN EXPERIENCE



The video player as foundation



Quality of Experience (QoE) metrics for insights



Strategic partnerships with technology vendors



A Strong Ecosystem of Partners





Video Player Decision Criteria



Fast Time-to-Market: Deliver premium video experiences quickly and cost-effectively



Revenue Maximization: Expand revenue by reaching and monetizing more platforms



Core Business Focus: Perform regular maintenance, and bring end-to-end advisory support





What's Next?

- **New mobile experience** enhancing the fan experience
- Improve the experience by **reducing latency** on live games
- Experiment with **new ads experiences**
- Bring the service to **more platforms**
- Extended **QoE measurements** to further enhance the fan experience

