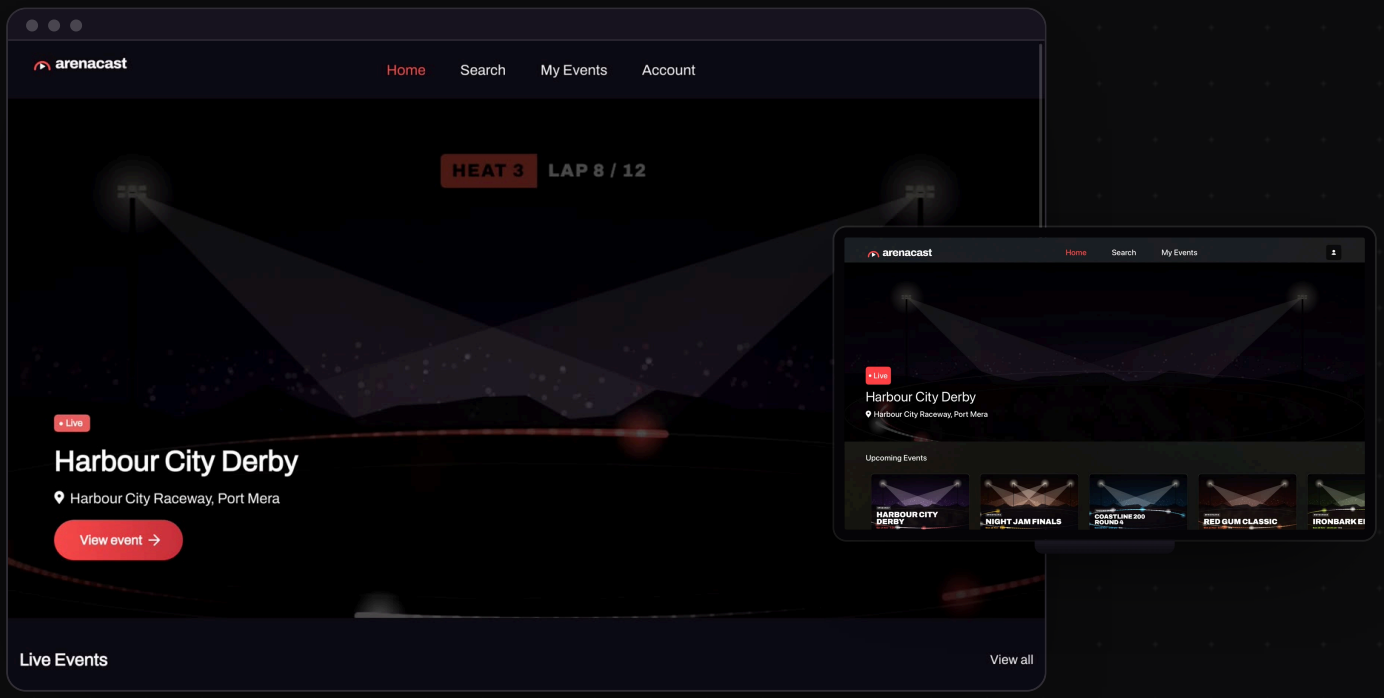
P26

PRODUCT · ARENACAST

FOR LEAGUES, PROMOTERS AND VENUES

Your event, on every screen.

Arenacast is your own pay-per-view streaming service. Go live from OBS, sell tickets and season passes, and every stream becomes a replay the moment it ends. Fans watch on the web, iPhone, Android, Android TV and Apple TV, under your name.



ARENACAST DEMO · FICTITIOUS EVENTS AND VIEWERS · OUR OWN POSTER ART

Stop renting the stage. Own the broadcast.

Most event streams live on someone else's platform, under someone else's brand, with someone else taking a cut. Arenacast puts the channel, the paywall and the apps in your name, on your own cloud account.

TODAY

The usual way

- Streams on a platform you don't control
- Fans pay a middleman, who keeps a share
- No app on the TV in the lounge
- Replays exported and uploaded by hand
- Discounts and passes handled in spreadsheets
- Your brand second, theirs first

WITH ARENACAST

Your own service

- A channel created for every event when you publish
- Tickets, subscriptions or both, paid by Stripe to your account
- Apps for web, iPhone, Android, Android TV and Apple TV
- The stream turns into a replay when it ends
- Promo codes, series and categories in one admin
- Your name, logo and colours

Arenacast is built from a pay-per-view platform our team delivered and ran in production from 2021 to 2023. The screens in this guide are that platform's own web, admin and Apple TV code, run locally with **fictitious events, viewers and payments** and the Arenacast demo brand.

WHAT'S INCLUDED

Live, paid, replayed, on every screen.

01

Go live

- A low-latency AWS IVS channel per event, created on publish
- Stream from OBS or any RTMPS encoder
- Recorded to S3; on demand when the stream ends
- Or upload a recorded event

02

Paid access

- Tickets per event, subscriptions, or both
- Stripe, paid to your account
- Promo codes: percent or flat, with an end date
- Protected playback for paying viewers

03

Fan apps

- Web app, iPhone and Android
- Android TV and Apple TV
- TV sign-in with a code or a QR scan
- Chromecast and AirPlay from the phone

04

Organiser admin

- Events: live, on demand, published, drafts
- Series, categories, sponsors
- Payments with invoices
- Your AWS credit balance in view

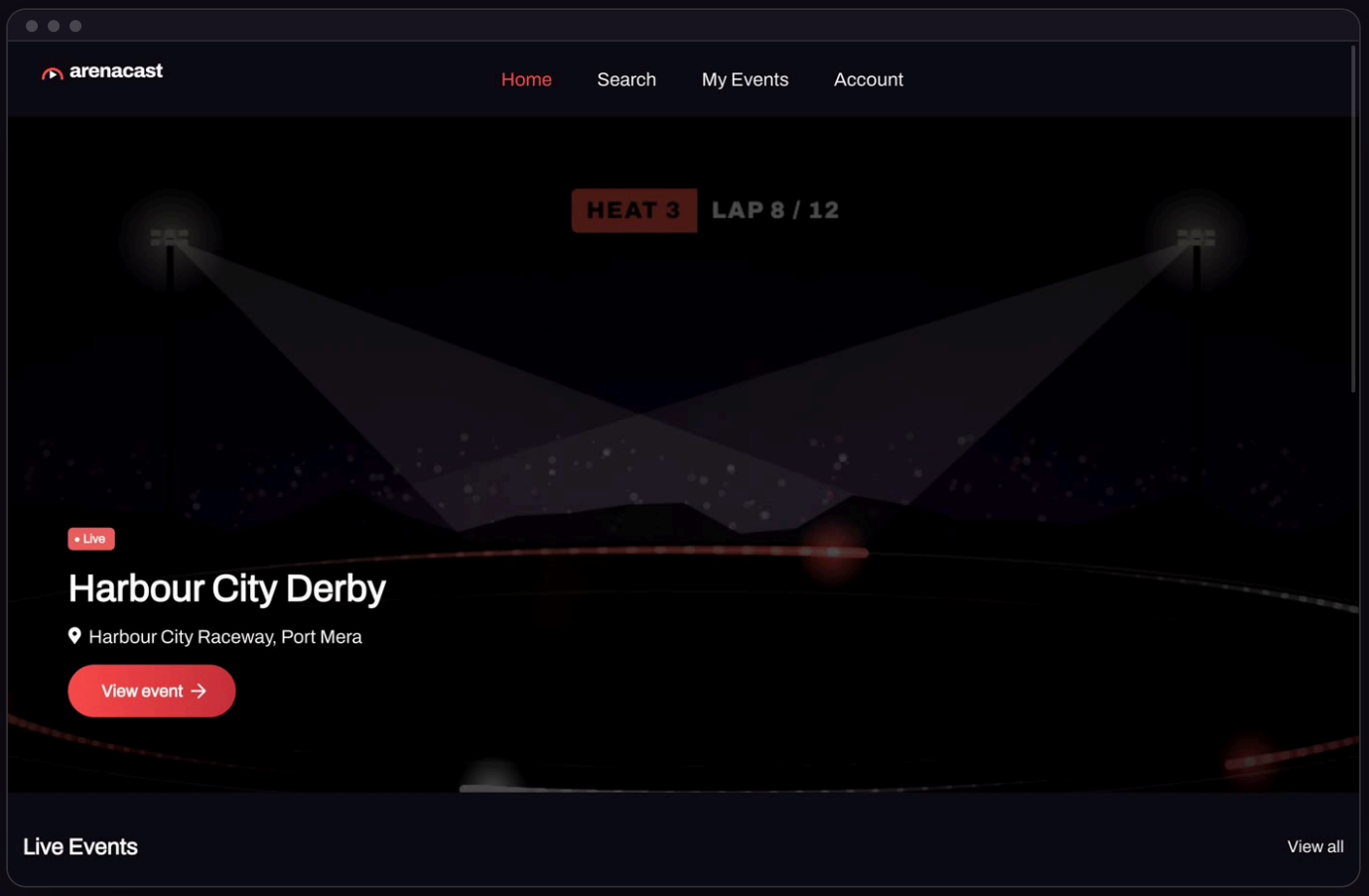
$10,000 the first year

Then $5,000/year licence. Hosting on your own AWS account. We set everything up: live in 15 days.

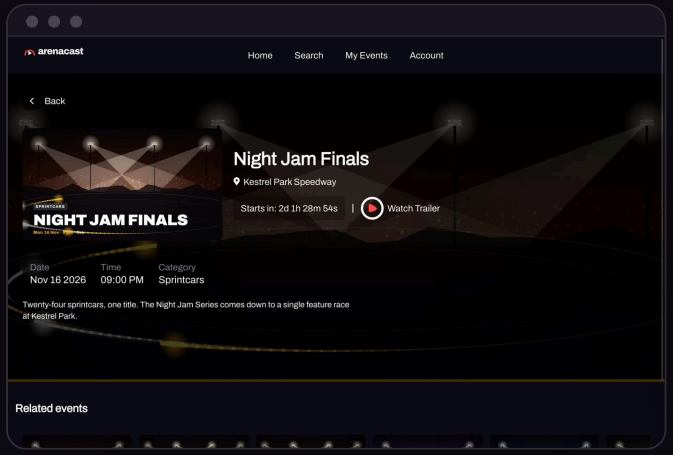
01 · FOR FANS · WEB APP

Browse, buy, watch.

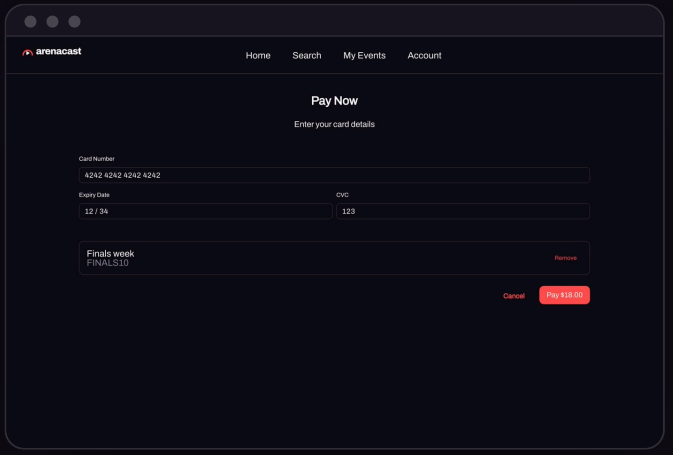
The live event leads the home page with its trailer. Rails for upcoming and live events, categories, series and replays. Every event gets a page with a countdown, and checkout takes a card through Stripe with promo codes.



HOME: THE LIVE EVENT, THEN UPCOMING AND LIVE RAILS



EVENT PAGE WITH COUNTDOWN



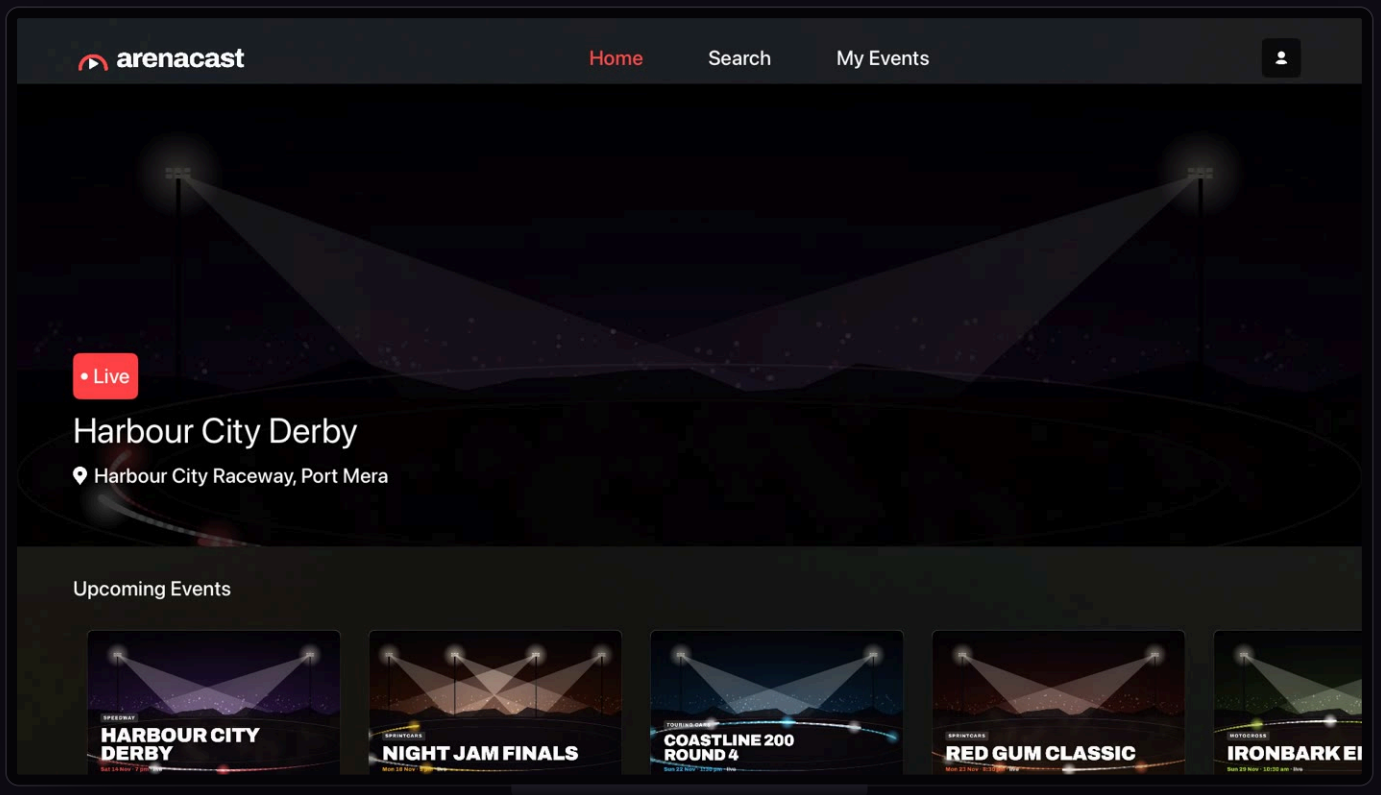
CHECKOUT WITH A PROMO CODE (STRIPE TEST CARD)

ARENACAST DEMO · FICTITIOUS EVENTS AND VIEWERS

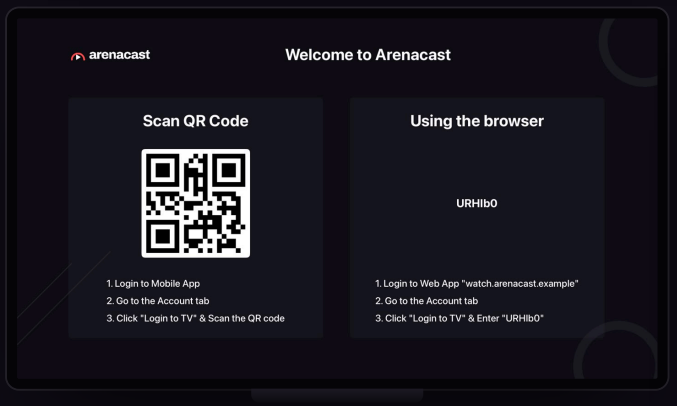
02 · WATCH ANYWHERE

Web, phone and the TV in the lounge.

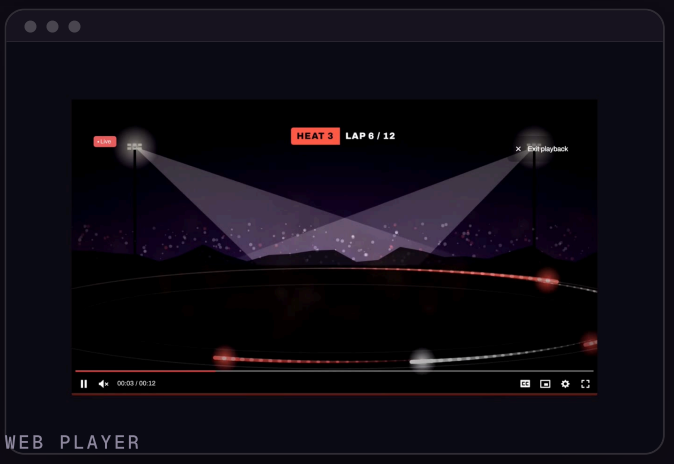
Your own apps for iPhone, Android, Android TV and Apple TV. On the TV, fans sign in with a code shown on screen, entered on the web, or a QR scanned with the phone app. From the phone, they cast with Chromecast or AirPlay.



APPLE TV APP (TVOS SIMULATOR): HOME



TV SIGN-IN: CODE AND QR

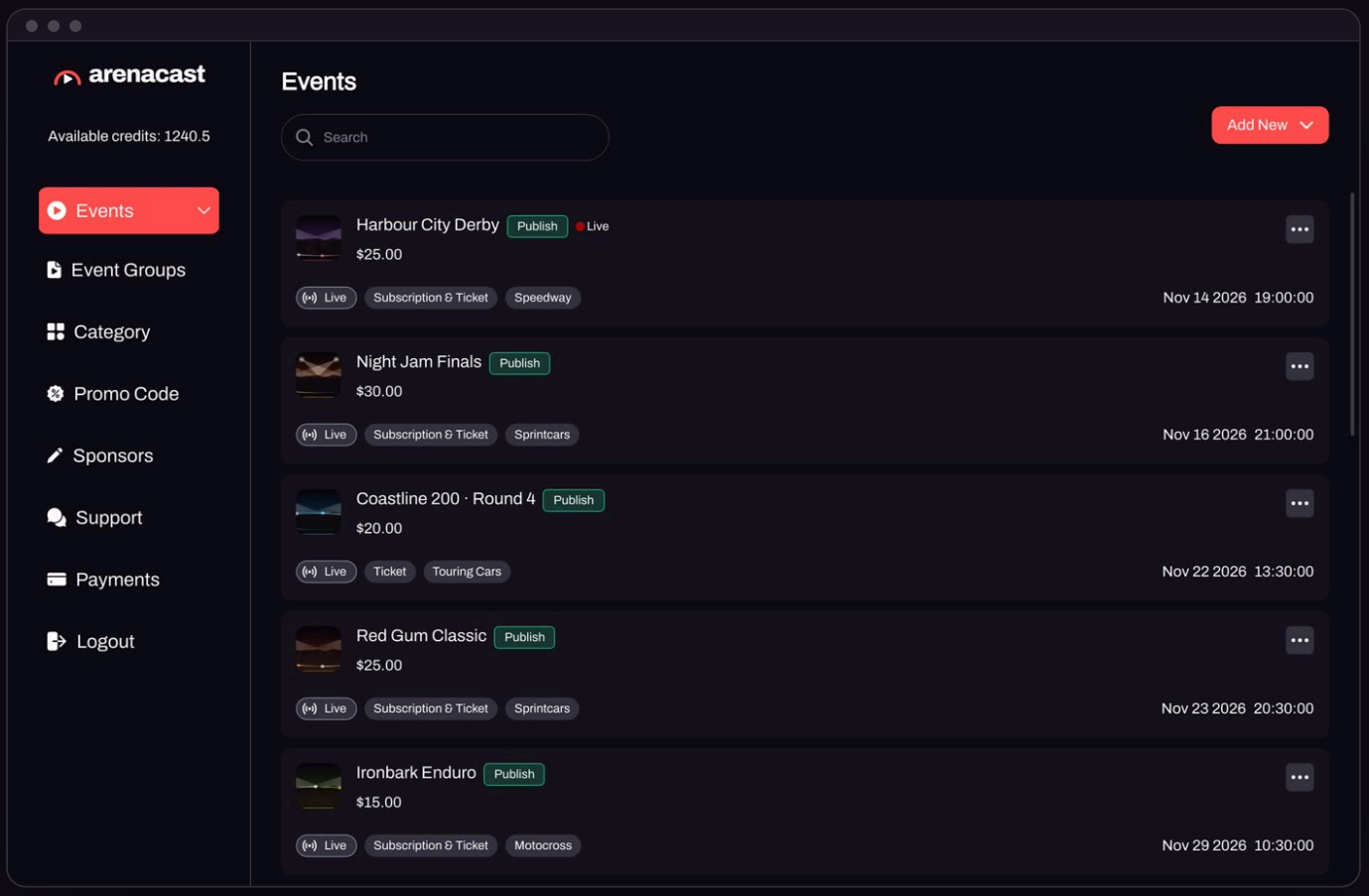


WEB PLAYER

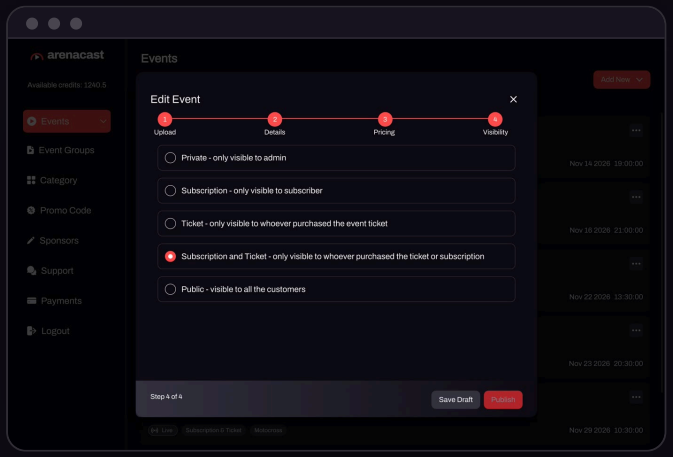
ARENACAST DEMO · APPLE TV APP RUN IN THE SIMULATOR AGAINST DEMO DATA · OUR OWN DEMO CLIP

Publish the event.
The channel is ready.

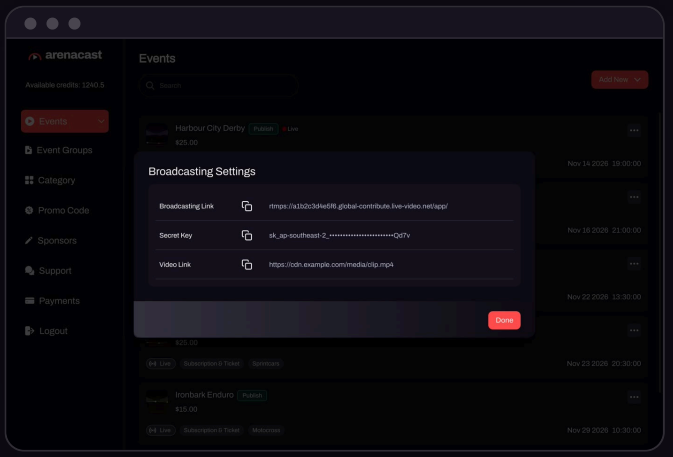
A 4-step wizard: poster and cover, details, pricing, and who can watch. Publishing creates the event's streaming channel; the RTMPS link and stream key go into OBS. Start and end the stream from the event's menu.



EVENTS: LIVE, ON DEMAND, PUBLISHED, DRAFTS



WIZARD STEP 4: WHO CAN WATCH



BROADCASTING SETTINGS (KEY MASKED)

ARENACAST ADMIN DEMO · FICTITIOUS EVENTS · STREAM KEY IS FAKE AND MASKED

04 · LIVE TO REPLAY · SELL MORE

Live tonight.
On demand when it ends.

ENCODER
OBS or any RTMPS encoder

→

AWS IVS
A low-latency channel per event

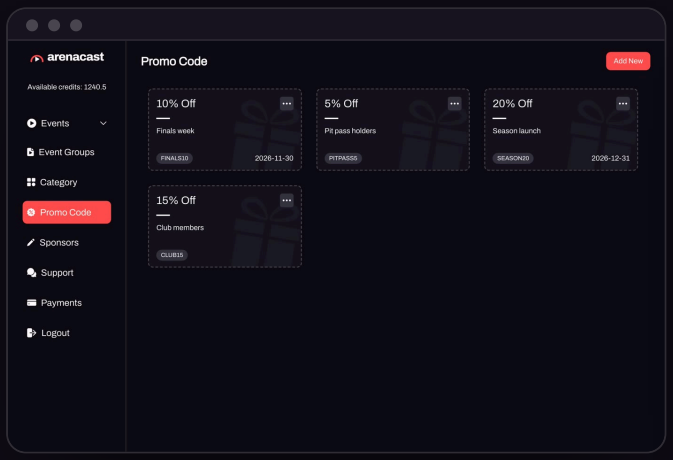
→

FANS
Web, iPhone, Android, Android TV, Apple TV

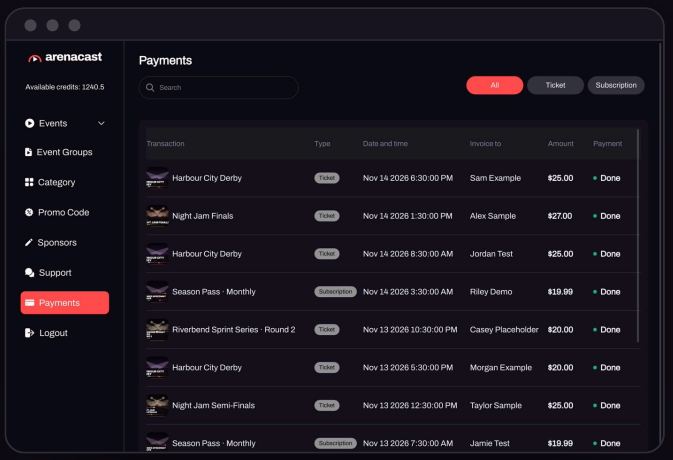
AMAZON S3
The stream is recorded

→

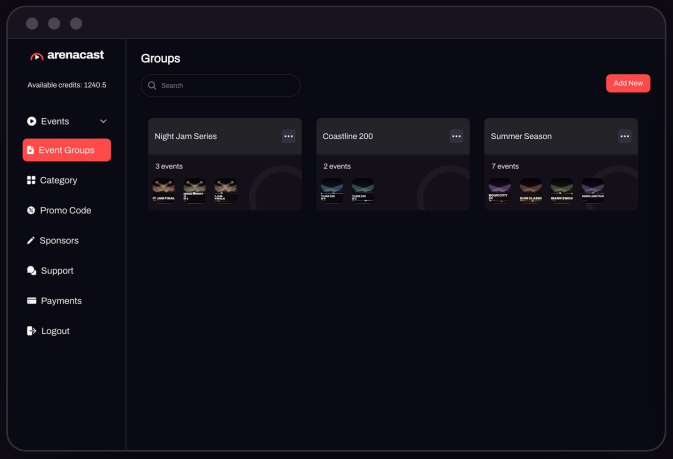
ON DEMAND
Switches to the recording when the stream ends



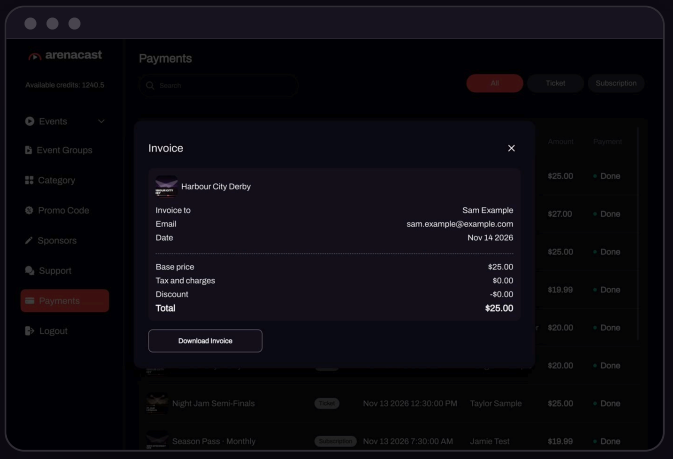
PROMO CODES



PAYMENTS: TICKETS AND SUBSCRIPTIONS



SERIES AND GROUPS



AN INVOICE FOR EVERY PAYMENT

ON YOUR OWN AWS ACCOUNT: IVS, S3 + CLOUDFRONT, ELASTIC BEANSTALK, RDS MYSQL. YOU PAY AWS DIRECTLY; FANS PAY YOU THROUGH STRIPE.

PROVEN IN PRODUCTION

Built from a platform we delivered.

Our team built this pay-per-view platform from 2021 to 2023 for an Australian motorsport streaming service, where race nights went out live and then on demand. Arenacast is that platform, under your brand, with playback hardened before handover.

5
platforms: web, iPhone, Android, Android TV, Apple TV
2023 BUILD

6
codebases: API, admin, web app, mobile, Android TV, Apple TV
2021-23

1
low-latency streaming channel per event, created on publish
2023 BUILD

2
ways to pay: tickets and subscriptions, with promo codes
2023 BUILD

THE STACK

- API: Django and Django REST Framework
- iPhone and Android: Flutter
- Streaming: AWS IVS, recordings to S3
- Payments: Stripe
- Web and admin: Angular
- Android TV: Flutter · Apple TV: SwiftUI
- Hosting: Elastic Beanstalk, RDS MySQL, S3 + CloudFront
- Before handover: signed, expiring playback tokens and entitlement checks

FIGURES FROM THE DELIVERED CODE (2021-23). CLIENT NAME WITHHELD; SCREENS IN THIS GUIDE USE THE ARENACAST DEMO BRAND AND FICTITIOUS DATA.

HOW WE WORK

From kick-off to live in 15 days.

01

KICK-OFF

Your brand and accounts

Your name, logo and colours; your AWS account and your Stripe account, so the money and the bills are yours from day one.

02

SET UP

We deploy on your AWS

The API, database, storage and streaming set up on your account, the web app and admin under your domain.

03

TEST

A test event, end to end

Publish an event, stream from OBS, buy a ticket, watch on the web, phone and TV, and check the replay.

04

GO LIVE

Your first event

We hand over the admin, show your team the event wizard and stay on hand for the first event.

WHAT WE NEED FROM YOU

- Your logo, colours and app name
- A Stripe account for payouts
- Apple and Google developer accounts
- Posters and trailers, if you have them
- An AWS account we can deploy to
- A domain for the web app
- Your first events and their prices
- One person who can say yes

APP STORE REVIEW TIMES ARE SET BY APPLE AND GOOGLE.

ARENACAST FOR LEAGUES, PROMOTERS AND VENUES

Book a free 30-minute call.

$10,000 for the first year

Then a $5,000/year licence. Hosting on your own AWS account: you pay AWS directly. We set everything up, and you are live in 15 days.

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BOOK A CALL

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