

FRACTAL  MEDIA

A COMPLETE DIGITAL VIDEO ECOSYSTEM
FOR THE DISTRIBUTION OF
SPORTS CONTENT

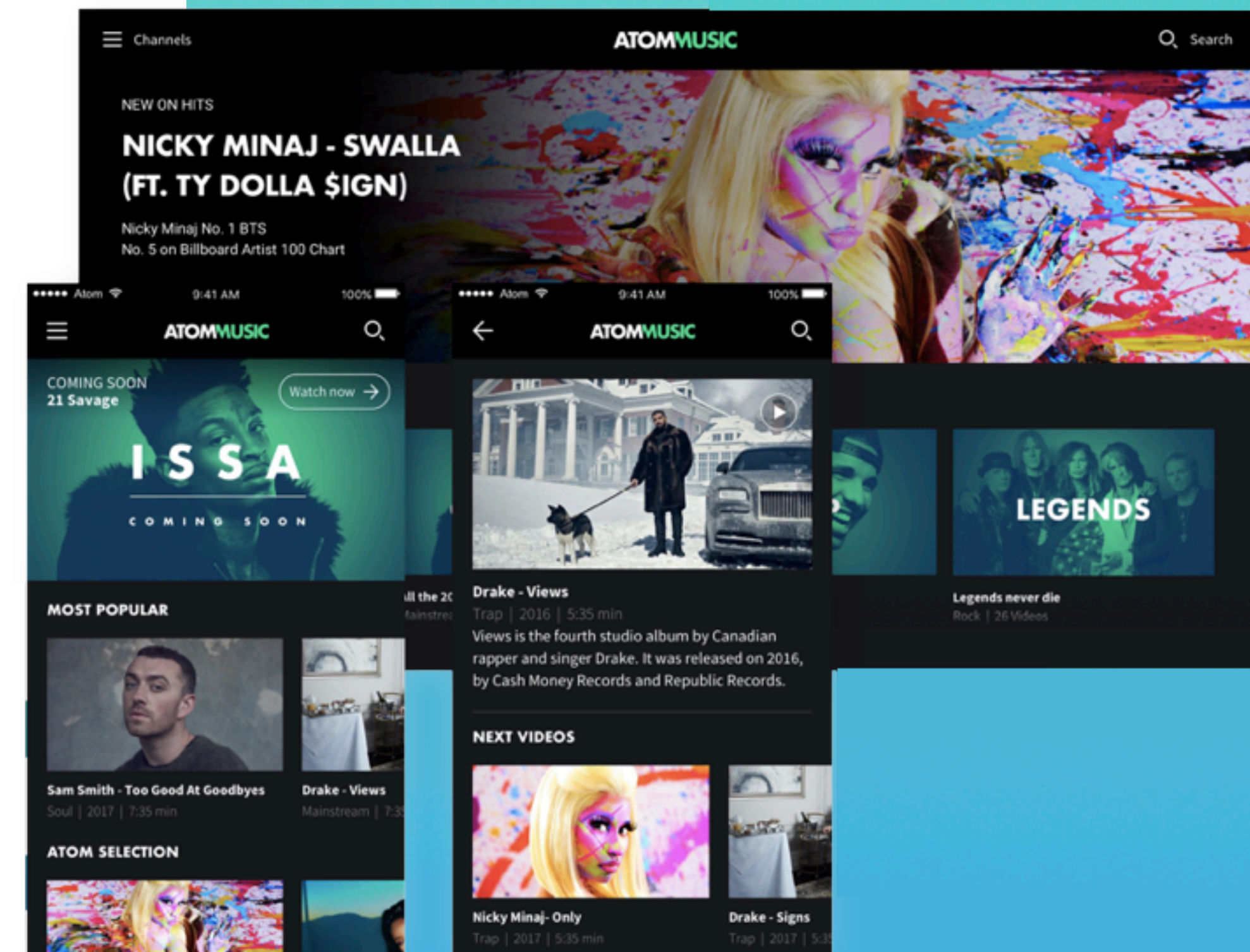
About Fractal Media

We are **industry leaders** in the development of technical solutions aimed at facilitating **digital video asset distribution in multi-device environments**.

With **over 12 years of experience** creating efficient, innovative and reliable results for clients big and small.

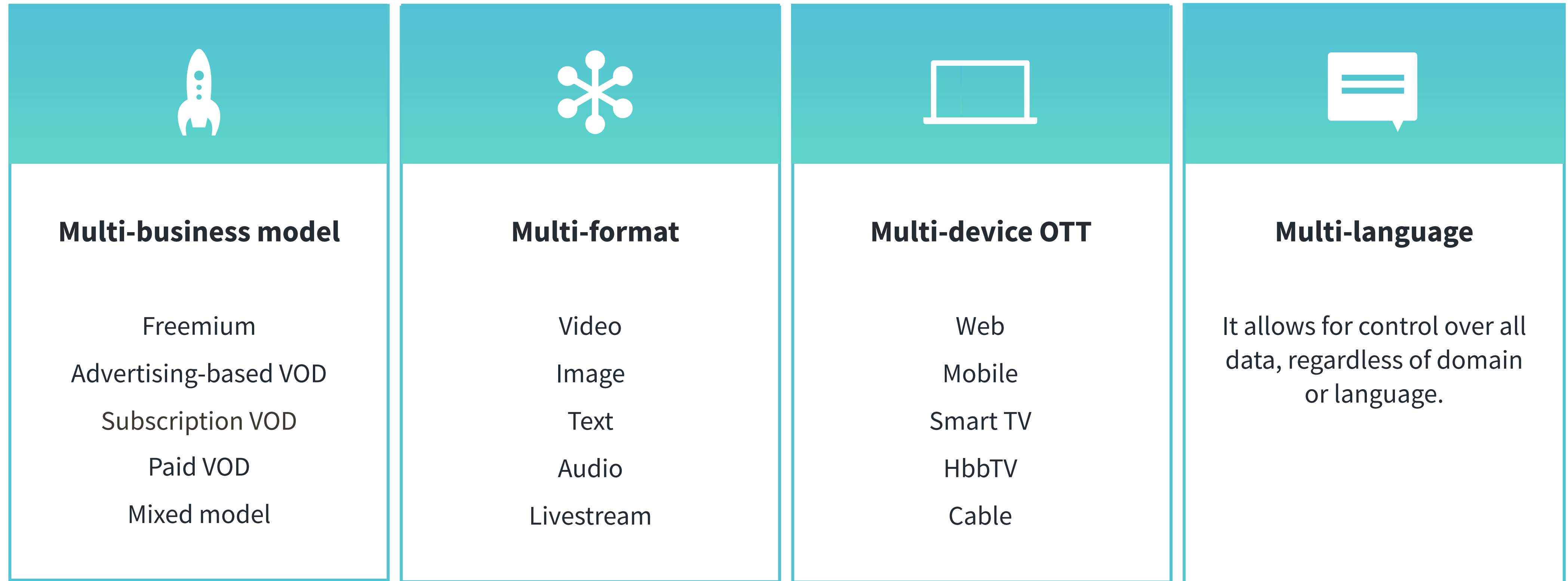
Our line of business covers a **wide range of expertise applicable to the development of Over The Top (OTT) platforms**, multi-device apps and Content Delivery Networks (CDN) services, as well as digital video and marketing services.

We have **offices in Madrid and Miami**. Our multidisciplinary team of experts is always ready to provide effective solutions that will allow you to grow and expand your business in the digital space.

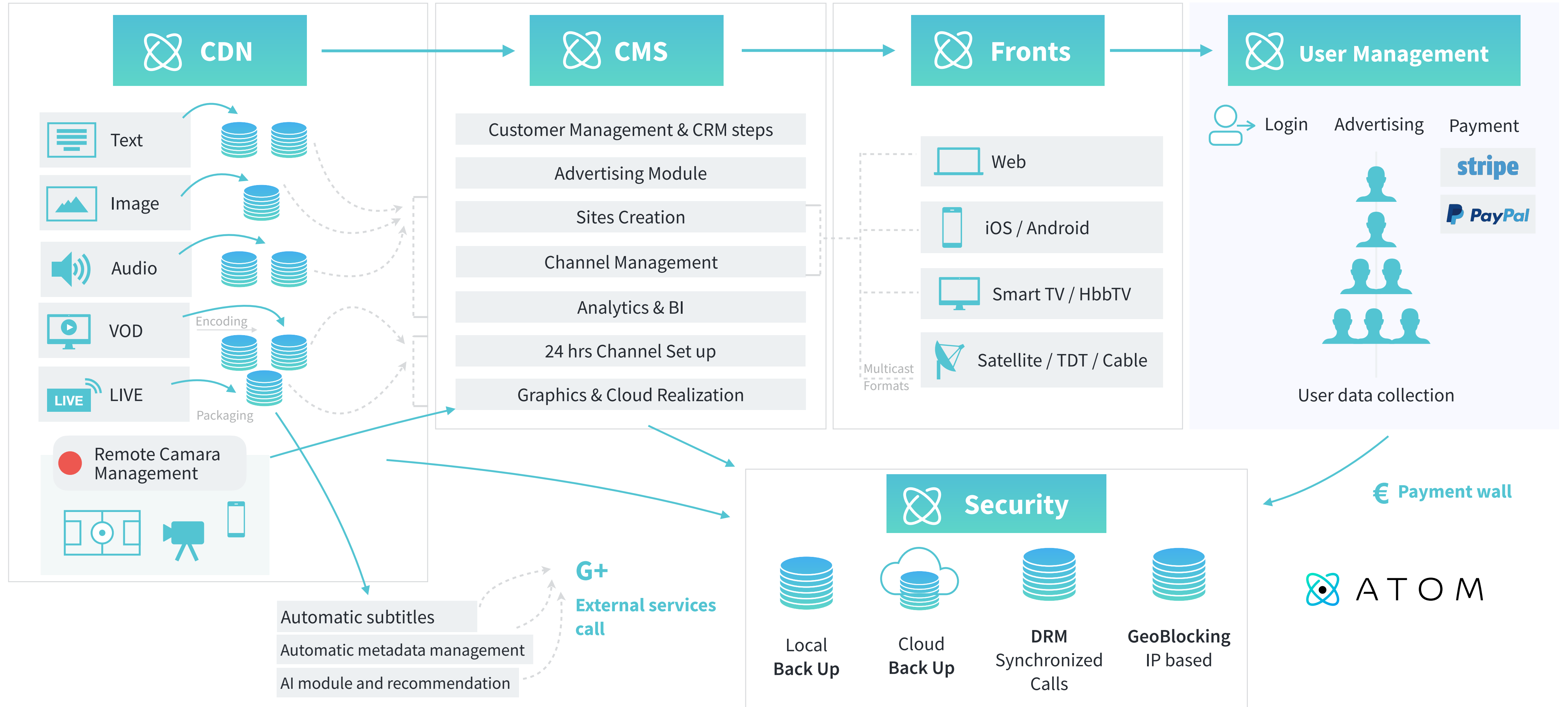


What is ATOM?

ATOM is an integral and modular digital communications system that can be managed from a **single access point**. It includes:



Integral, Single-Access-Point Management for an Entire Digital Video Ecosystem

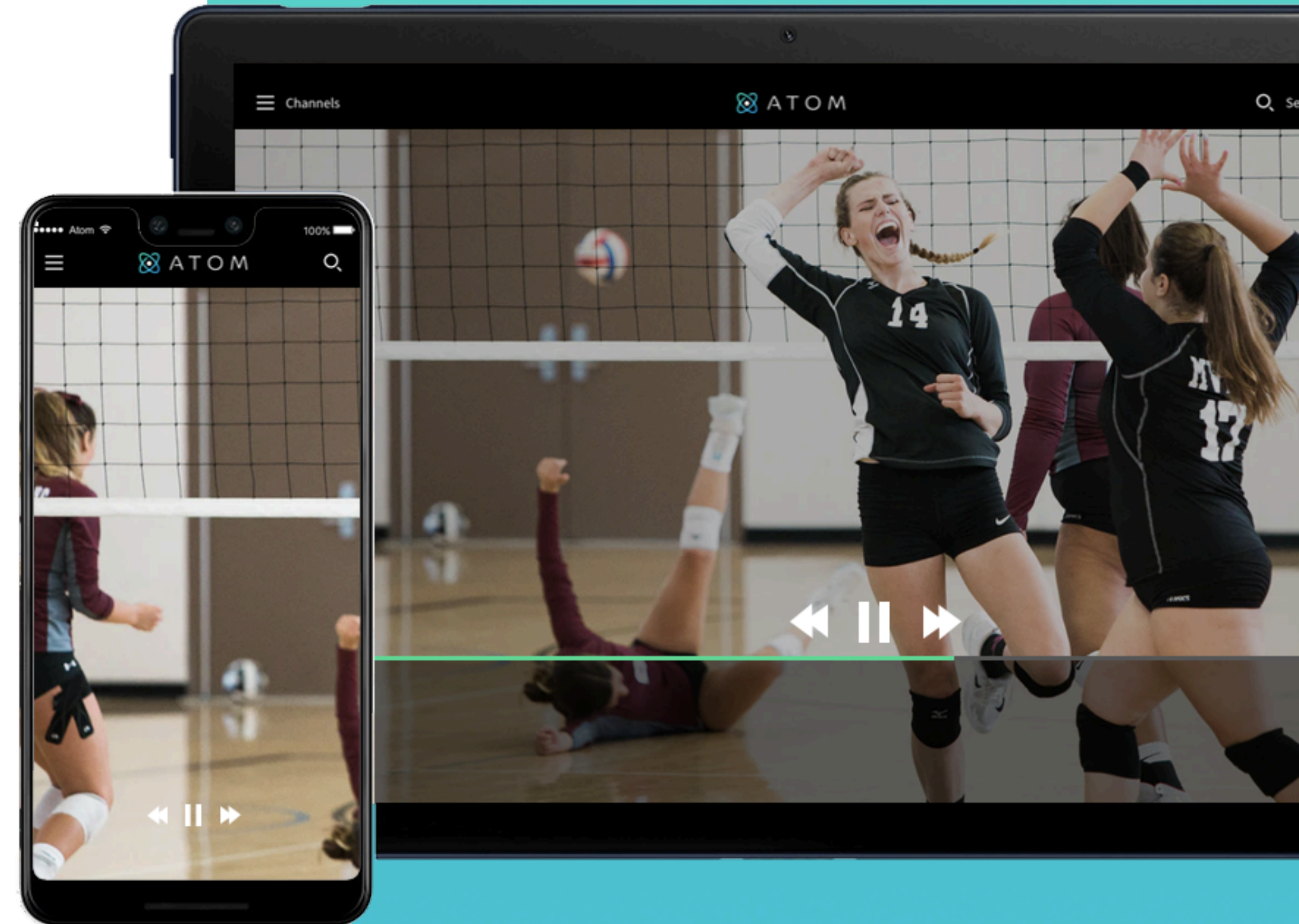


“

OTT BUSINESS MODELS AND DIGITAL VIDEO, AS TOOLS FOR COMMUNICATING SPECIFIC CONTENT THAT ADD VALUE AND ATTRACT, AND GENERATE ENGAGEMENT AMONG RELATED AUDIENCES, HAVE REACHED THE WORLD OF SPORTS.

THESE NEW DIGITAL MODELS NOT ONLY ALLOW YOU TO BROADCAST YOUR SPECIALIZED CONTENT, THUS EXPANDING YOUR COMMUNICATION CHANNEL, BUT ALSO OFFER YOU THE POSSIBILITY OF MONETIZING YOUR SPORTS CONTENT ON TOP OF THAT WHICH ALREADY EXISTS.

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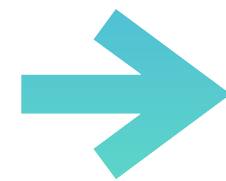


Create a Sustainable Communication Model



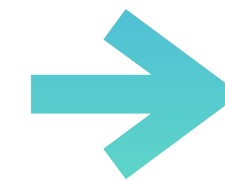
Without intermediaries

Create your own service to make your content available on multiple screens.



With your own strategy

Our technology makes all payment and advertising methods available so you can make your platform profitable in an efficient way.



Without restrictions

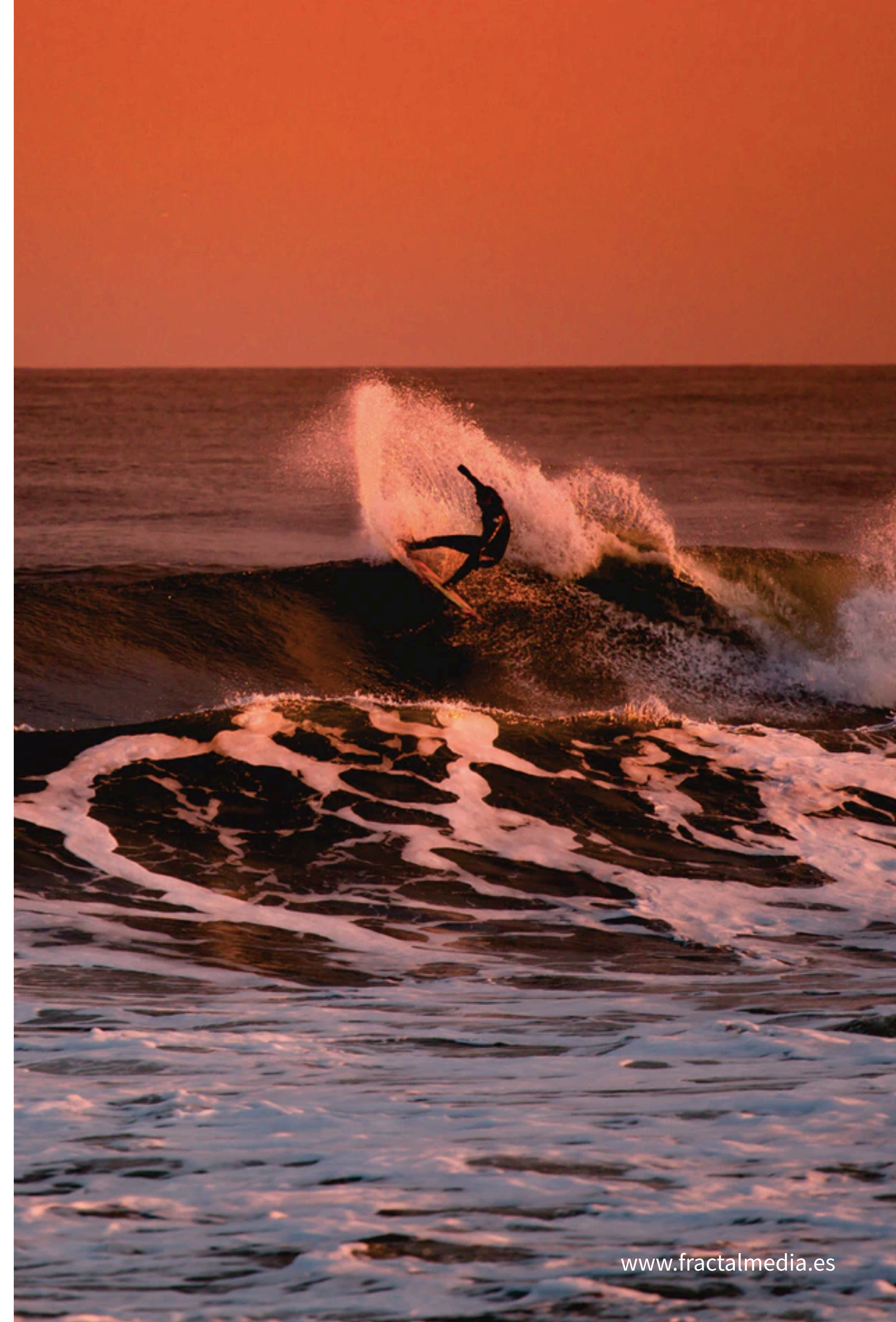
Decide who you want to reach and how to organize your content and distribution models.

Advantages

01 Engage with your fans

Establish a direct relationship with your fans through video, and build the foundation of your business model for the future.

OTT platforms allow you to broadcast and transmit specific events and content, such as interviews, games, backstage footage, etc., so you can attract and captivate your viewers.



Advantages

02 Greater Visibility and Reach

Help sports reach more fans.

Your fans don't always have the opportunity to go to the stadium to watch games. But thanks to OTT, you can have media presence, reach your audience and expand your business possibilities.



Advantages

03 Reach your audience from any device

Stay connected to your audience, no matter where they are watching from.

OTT platforms are designed to be seen from any device: Smart TV, computer, tablet, or Smartphone. This allows your fans to see the content you generate in a simple and accessible way from their favorite platform.



Advantages

04 Monetize your content

OTT platforms allow you to make your content more profitable, expanding the possibilities of your business and its growth.

You can have your fans subscribe to your content channel and make more space available to your sponsors for their advertising.

Freemium VOD | Advertising-based VOD | Subscription VOD | Transactional (PPV) VOD | Hibrid models



Advantages

05 Get to know your audience

With the digital model and BI tools offered by Fractal Media, you can find out first-hand and in detail, the type of content that most interests your audience, and gather insight and data on the consumption and behavior of your audience. In addition, our platform will help you build a direct relationship with customers through CRM tools.



Why Choose ATOM ?



Savings

Streamlines management, saving you the trouble of connecting to the system of other providers.

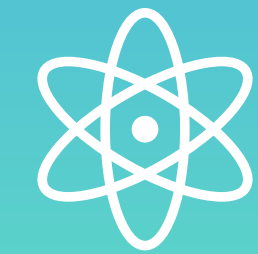
Saves effort on development.

Saves on “time-to-market”.



Constant Innovation

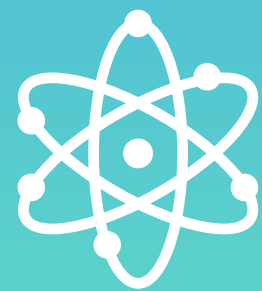
You will benefit from a system that is being constantly updated, keeping your business and your content relevant.



Centralized System

Radical savings on technology and backend. Journalists and content managers will be able to post all kinds of information from a single point of access.

Why Choose ATOM ?



Modular and Scalable

Being a modular product based on micro-services, you can choose to utilize only the modules and features you need and scale up from there as your business evolves.



Accessible Content

You can securely host all content and videos in the cloud. Available at all times, you will be able to look up scenes or videos with featured AI tools from our MAM.



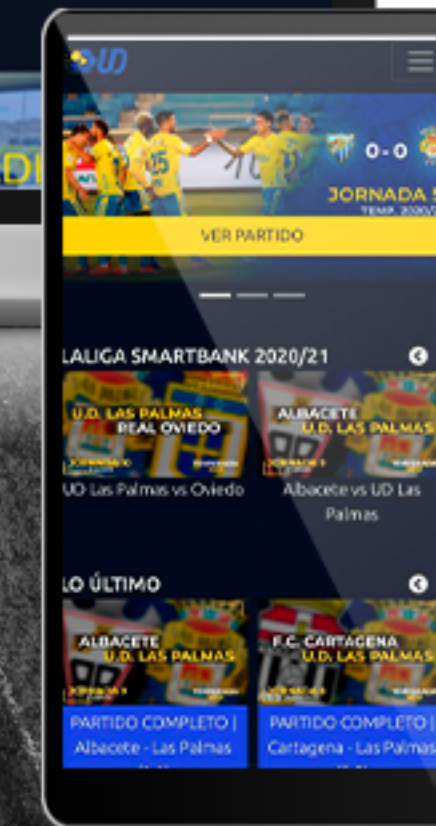
Marketing Support

We provide cutting-edge marketing services so you can gain access to and retain the maximum possible number of users (ASO, SEO, SEM, Facebook Ads, Email Automatization, Customer Service Tools).

Case Study

Play UD | UD Las Palmas

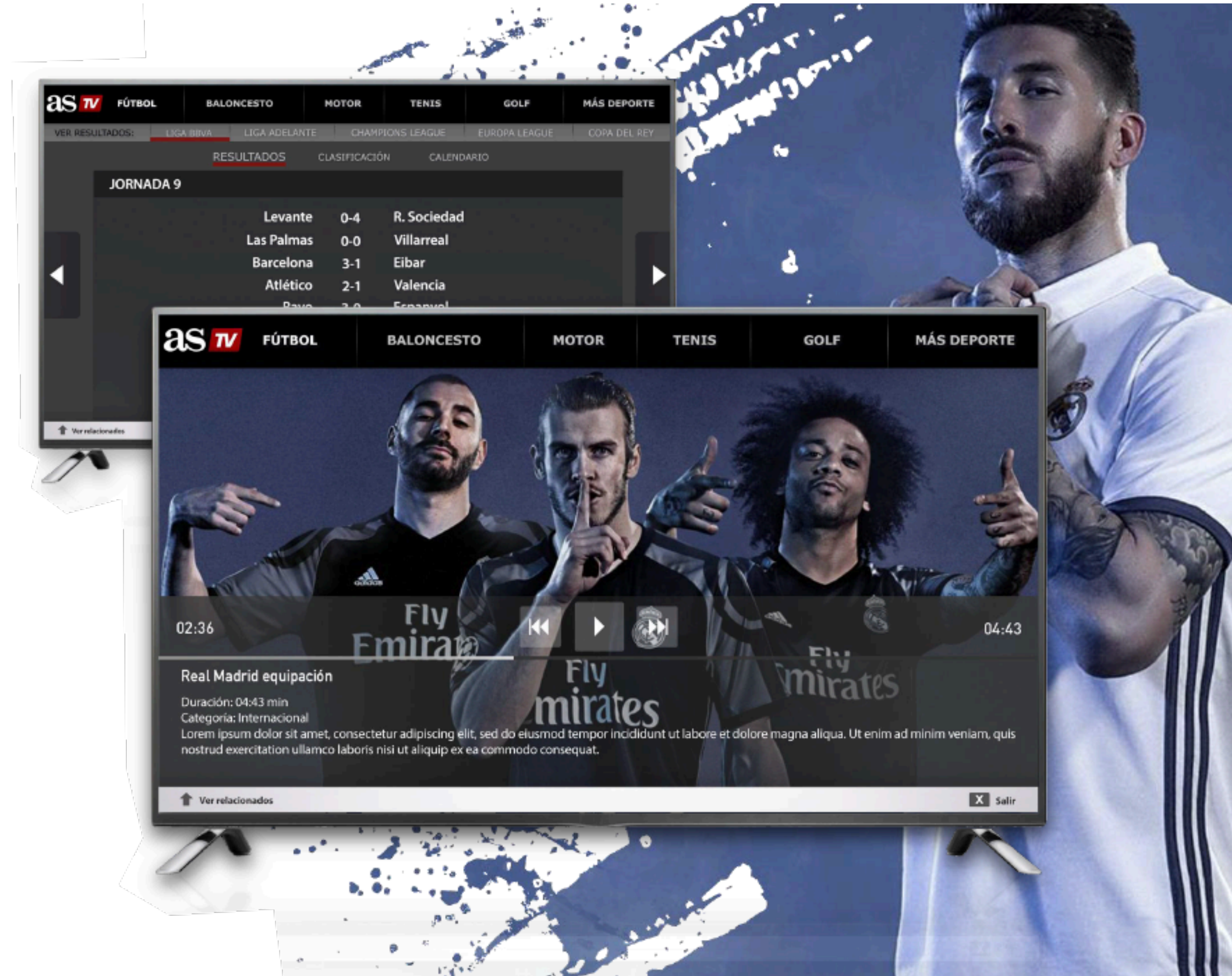
- OTT platform released worldwide with Sports content
- Web TV, Android mobile app and iOS app
- Fractal ATOM templates in every device
- CDN and CMS provided by Fractal
- VOD, live streaming for TV and radio.
- Advertising module integrated
- Subscription business mode



Case Study

Samsung / LG Smart TV - Grupo Prisa AS TV

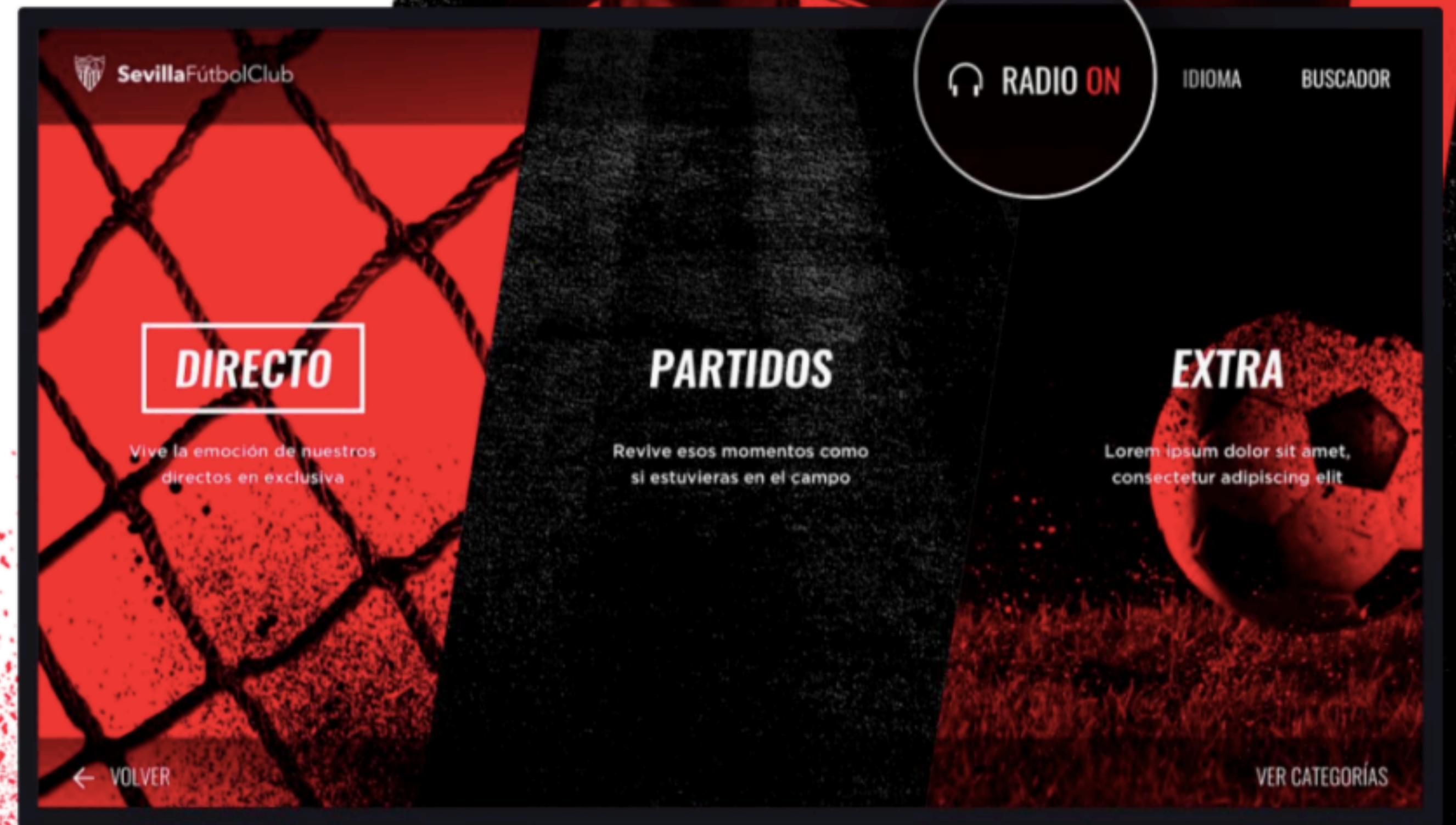
- LG Smart TV
- Samsung Smart TV
- Integración con API del cliente
- UX y UI
- Múltiples categorías
- Clasificaciones y resultados de competiciones



Case Study

Samsung / LG Smart TV Sevilla Fútbol Club

- LG Smart TV
- Samsung Smart TV
- Lanzamiento global
- Live streaming
- Video on Demand
- Muti-idioma
- Radio streaming
- Resúmenes y entrevistas



Brands That Trust Us

Telefonica



AMC NETWORKS

rtve

as

EL PAÍS

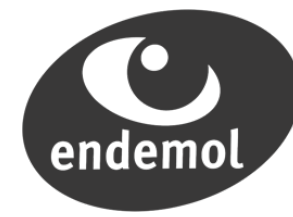


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brbplay.com

filmax.

HISTORIA



SAMSUNG

El Corte Inglés

Opera



MÈDIA



Sevilla Fútbol Club



intereconomía

cazavisión



MACHINIMA

POCOYO



Televisión CONSCIENTE



TUS TELENOVELAS ONLINE



TELEMUNDO

SLOW channel 4K

FOX

COSMOPOLITAN

ONO

iHOLA!

HADOQ



CANAL COCINA

anima kids

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