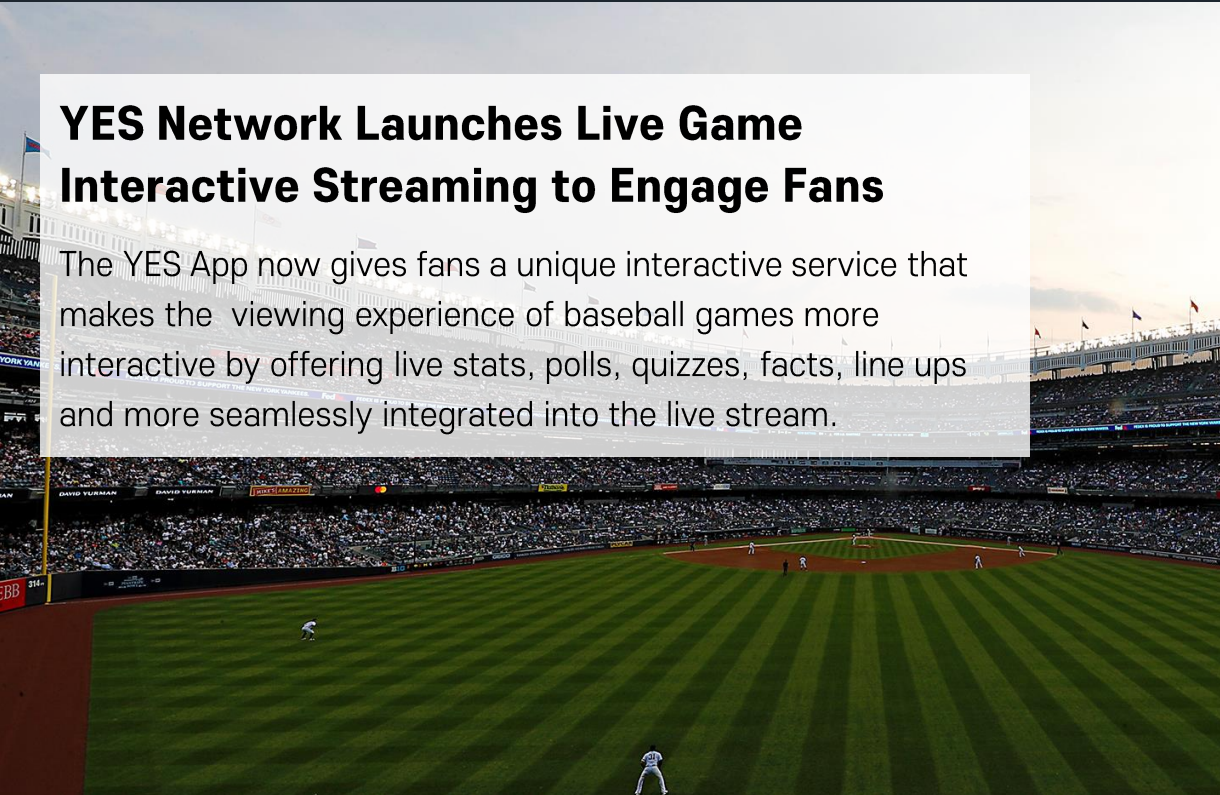


## YES Network Launches Live Game Interactive Streaming to Engage Fans

The YES App now gives fans a unique interactive service that makes the viewing experience of baseball games more interactive by offering live stats, polls, quizzes, facts, line ups and more seamlessly integrated into the live stream.



<b>LIVE NOW</b>	<b>ALL PLAYS</b>	<b>MLB STANDINGS</b>
DIVISION		WILDCARD
A.L. EAST		W-L GB
TB	64-44	-
BOS	63-45	1.0
TOR	57-49	6.0
NYY	57-49	6.0
BAL	38-68	25.0
A.L. CENTRAL		W-L GB
TB	64-44	-
BOS	63-45	1.0
TOR	57-49	6.0
NYY	57-49	6.0
BAL	38-68	25.0

“One of the goals that we’ve had from the beginning is to create an immersive ecosystem where fans can have everything at their fingertips. With YES Edge, not only do people not have to leave the app to get information; they don’t even need to leave the stream.”

Kevin Sullivan, Head of Digital at YES Network

### YES Network

YES Network launched its self-built live streaming mobile app in March 2021 and within a day it was the **No. 1 free sports app** in the Apple App Store. By August 2021, its unique-per-game viewership was up **236%** year-over-year from the viewership figures it was achieving when it was streamed on the FOX Sports GO app.

How did YES App exceed initial expectations? With the use of state of the art technology and the constant evolution of additional app features and improvements. That reached new heights in June when YES Network launched YES Edge – the all new interactive graphic overlays seamless delivered into the live stream.

- »»» NO. 1 FREE SPORTS APP**  
 a day after launching YES Network Mobile App
- »»» 236% INCREASE**  
 in unique-per-game viewership year-over-year when comparing numbers on previous app provider, FOX Sports GO app
- »»» 38% INCREASE**  
 in average unique streams per game after launching YES Edge
- »»» 26% INCREASE**  
 in time spent per unique streamer per game after launching YES Edge

## STRONG PARTNERSHIPS

The creation of the YES App and YES Edge was the result of innovative collaborations and strong technology partnerships. It started when YES Network hired OTT Advisors to support their OTT technology, distribution and monetization strategy.

OTT Advisors helped YES Network choose several different technology vendors who all played a part in the launch of the all-new YES App and its evolution as a world class streaming service.

The next big opportunity is for advertisers and sponsors interested in collaborating with the YES Network and OTT Advisors to reach and interact with consumers.



## ABOUT OTT ADVISORS

OTT Advisors works with multimedia right holders, content owners and publishers by offering leading video technology consulting services based on years of online video experience and works with leading advertising agencies across the US, Canada and UK to drive ROI and RoAS.

With a proven track record, OTT Advisors is trusted by some of the biggest brands in sports and entertainment to advise, strategize, deliver and transform their digital OTT experiences. These companies include Sinclair Broadcast Group, MSG, Univision, Big Ten Network, PokerGO, NBC Sports and others.

### OTT ADVISORS

A leading advisory service for organizations looking for media and technology consulting. Extensive experience helping the worlds best brands with their digital strategy, transformation and monetization.

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