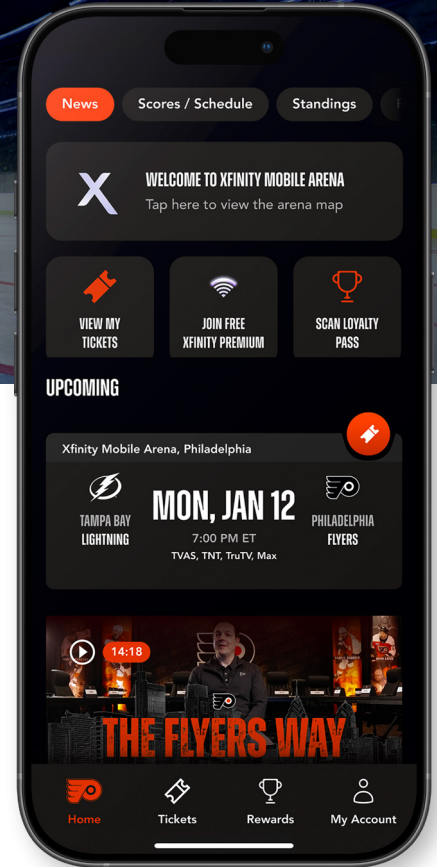




Comcast Sports360

THE FUTURE OF FANDOM



“We want to keep people engaged and build relationships so we can find out what they want and build more experiences around that.”



ANTHONY BROCK

VP of Business Strategy & Analytics, Philadelphia Flyers

Build direct relationships, power AI-driven experiences, and monetize beyond the next rights cycle

Comcast Sports360™ connects fan identity, digital engagement, content distribution, and monetization in one integrated operating model. Built on Comcast’s proven distribution infrastructure, Comcast Sports360 helps organizations create direct relationships, deliver personalized experiences, and unlock new revenue opportunities at scale.



Turn your “ghost fans” into known fans

Create a unified, consented fan record across digital, venue, commerce, and content interactions.



Grow revenue beyond tickets and media rights

Activate sponsorship, commerce, subscriptions, and personalized offers with better audience intelligence.



Deliver more relevant fan experiences

Use real-time insights to personalize content, rewards, and engagement across every fan touchpoint.

KNOW THE FAN

Ticketing

Loyalty

Identity

Preferences

Commerce

MONETIZE MORE EFFECTIVELY

Sponsor experiences

Targeted offers

Subscriptions

Advertising

ENGAGE IN REAL TIME

Mobile experiences

Live streaming

Highlights

Social content

Multiscreen viewing

OPERATE WITH CONFIDENCE

Distribution

Content management

AI metadata

Analytics

Rights enforcement

Actionable first-party data drives loyalty and greater lifetime value

Comcast Sports360 brings together fragmented fan data to create a single, trusted point of view — empowering teams to personalize engagement, optimize revenue, and build stronger, longer-lasting relationships.

- Unify fragmented fan signals into a single, trusted identity layer.
- Increase retention and repeat engagement across seasons, events, and properties.
- Improve decisions with forecasting, propensity, and performance insights.
- Make every interaction smarter by feeding results back into future activation.



In the U.S., the CTS SportsHub has direct connections to 90+ stadiums and partners with every major league to deliver 10,000+ live sports events per year.

One distribution model across every screen

Behind the scenes, Comcast Sports360 is a comprehensive broadcast and streaming model that simplifies and consolidates global video and distribution with expansive reach and trusted, proven reliability for teams, leagues, and rights holders.

Take the game straight to global viewers with the CTS SportsHub

Teams and leagues launch game-day channels through the CTS SportsHub — a dedicated team and world-class facilities across the U.S. and Europe.

Our SportsHub is built on Comcast's and Sky's hardened infrastructure and proven ability to deliver live events with superior quality and reliability.

Launch, manage, and grow multi platform sports experiences with confidence

Comcast Sports360 provides everything needed for content management, monetization, and distribution to all major broadcast and digital platforms — social, OTT, and pay-TV platforms, including the most popular streaming video services and FAST channels.

- Connect broadcast and D2C delivery with scalable live operations and multi-surface delivery.
- Accelerate expansion with new events, channels, and formats proven at scale.
- Leverage centralized ingest, transcoding, and processing of live and on-demand video; metadata management; content protection and rights enforcement; advertising; commerce/subscription management; advanced analytics, live language localization, and top-quality playout.
- Advanced AI/ML tools like VideoAI™ create rich contextual metadata to elevate advertising, improve content discovery, and lay the foundation for fresh new experiences.

Win the hearts of fans and you've won the game

For teams, leagues, and rights holders, Comcast Sports360 offers a more connected model for fan growth — bringing together identity, engagement, distribution, and monetization on infrastructure proven at scale.

Let's map your current environment to a Comcast Sports360 operating model designed to increase control, improve fan intelligence, and unlock new revenue opportunities.

Find out more

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