



## CASE STUDY

**How event producers brought personalized virtual fan experiences to millions of fans with Virtual Seat**



# Overview



## Virtual Seat by

The Famous Group

## Partners

Quince Imaging

Frozen Mountain

## Industries

Media, Entertainment,  
Sports, Fan Engagement

## Frozen Mountain Products Used

LiveSwitch Cloud

Private Cloud Infrastructure

Professional Services

TV networks and event producers have begun to implement virtual fan solutions, but not all sports teams wanted to use the same platform for fan engagement.

When the Golden State Warriors approached The Famous Group to build the Dub Hub after the fan engagement company stunned the world with WWE's ThunderDome virtual fan experience, The Famous Group knew there was an exciting opportunity to transform their existing virtual fan platform into Virtual Seat, a premier fan solution designed for all forms of sports, entertainment, and media productions.

“This virtual audience solution has changed everything - it's not just one big Zoom call. The possibilities for this are really endless and it could be used in so many other settings,” Kevin Dunn, WWE Executive Vice President of Television Production, explained in an interview for the Mondo Stadia publication.

In fact, in the world of sports and entertainment, custom-branded experiences have led to higher levels of fan engagement and fan interactions. Athletes and performers, too, leverage these branded experiences to connect with their fans.

“Our fans are joining virtually [with Virtual Seat]... having them there in the Dub Hub for support is really great,” said Warriors center James Wiseman in an interview with ABC News about the Dub Hub, an interactive, virtual fan platform that changed the way remote fans viewed home games.

“The [Virtual Seat] solution has changed everything - it's not just one big Zoom call.”

Kevin Dunn, WWE Executive Vice President of Television Production



The Virtual Seat platform gives fans control on how they want to see the games.

Maria Valdehueva,  
Sr. Director, Group Sales of  
the Golden State Warriors

## The Challenge

When stadiums and venues emptied and fans were forced to stream online last year, the worldwide sports and entertainment industries faced a major obstacle: activating fan engagement through a video-based medium. Although video streaming and conferencing platforms were available, entertainment organizations quickly discovered that these out-of-the-box solutions were unable to satisfy their unique requirements for activating immersive, virtual fan engagement experiences.

In the entertainment industry, an immersive, personalized experience would increase the likelihood of fans returning for subsequent shows - a key metric used by event producers and broadcasting networks to evaluate the success of an in-person production. An online event production's success would also be evaluated with the same metric, although subjected to the flexibility and limitations of live video technology underpinning virtual broadcasts.

Therefore, to ensure virtual productions were as equally immersive as in-person productions, entertainment producers required an ultra low-latency video solution that offered end-to-end customization opportunities.

An ideal, personalized solution would also integrate with display installations and proprietary hardware found in studios, provide event technician teams maximum control over virtual fan experiences for the full duration of a show, and enable vendors to use the platform as a sales channel to generate revenue from a virtual fan crowd.



## LIVE VIDEO REQUIREMENTS



Scalable Live Video Technology



Flexible API for Custom Layouts



End-to-End Media Pipeline Integrations



Powerful Media Servers and Cloud Infrastructure

## APPROACH

Building on the foundations of their successful ThunderDome solution, The Famous Group transformed the technology powering WWE's ThunderDome into a premier virtual fan software solution with the flexibility to customize virtual fan experiences for the widest range of use cases.

Scalable live video technology, custom layouts, end-to-end media pipeline access for integrations with fan registration software, and reliable media servers and cloud infrastructure were the four main pillars that activated the Virtual Seat platform and enabled production teams working with the platform to achieve success.

With Virtual Seat, TV networks were able to successfully produce immersive, real-time event productions that harnessed a virtual fan element. Backed by reliable, high-performance video infrastructure optimized for the entertainment industry, performers and show hosts were able to easily interact with their virtual fans.

With LiveSwitch Cloud, the technology powering Virtual Seat, event producers were able to bring virtual fans into prime-time sports events, connect vendors with exclusive shopping portals for virtual fans during live events, and provide event technicians with the ability to manage fan experiences from start to finish.



With Virtual Seat, teams and leagues are able to engage fans far beyond their local market from every corner of the world. The platform is proven to help grow fanbases and increase revenue.

Jon Slusser, Partner at The Famous Group



# KEY RESULTS

The release of **Virtual Seat** in the entertainment and sports industry has provided producers with a premier, end-to-end solution for captivating fans at home. Producers utilizing Virtual Seat were able to brand virtual fan experiences to their exact specifications, develop exciting video-based features to engage virtual crowds, and generate revenue directly from a live event.

Virtual Seat has provided ultra-low latency live video and audio streaming experiences to over 200,000 virtual fans, generating billions of impressions from major sports events, and reached some of the biggest and influential television hosts and media outlets in America.



**60+ Prime Time WWE ThunderDome shows with 75% fan return rate.**



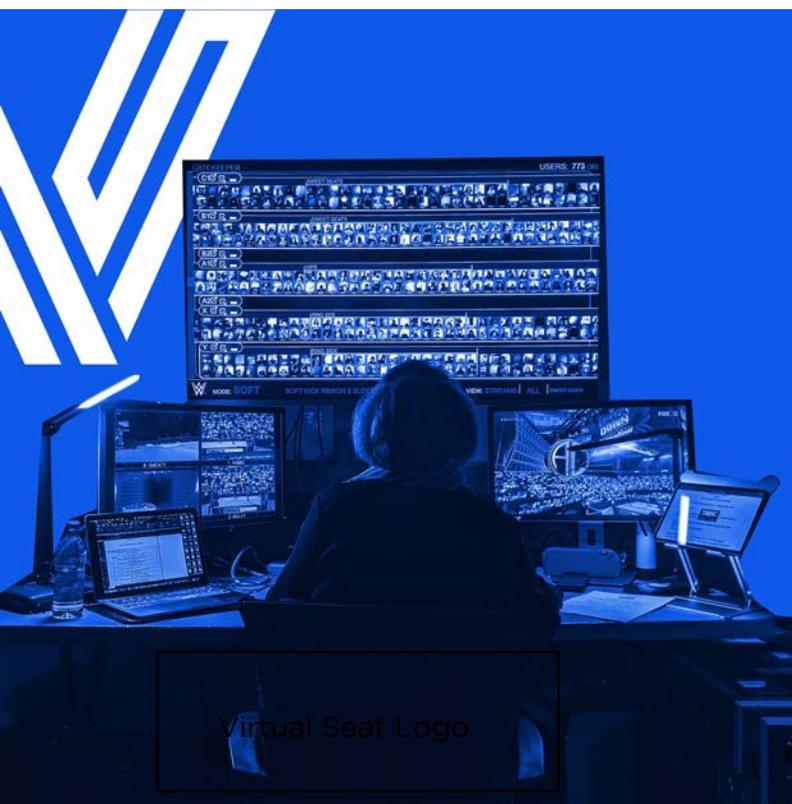
**Jimmy Kimmel Live! featured the WWE ThunderDome.**



**The GSW Dub Hub brought virtual fans to 20+ home games.**



**Virtual Seat implemented in the NBA All-Star Weekend.**



## Produce real-time virtual fan experiences.

Virtual Seat is the premier virtual fan solution designed specifically for live events. [Learn more about the new entertainment experience.](#)

## Start developing.

Frozen Mountain's flexible cloud technology powers some of the world's biggest, iconic events in sports and media. Get started with [LiveSwitch's developer API](#) today.