

Overview of sportsfix: the decentralized sports distribution platform

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For some time now, the sports industry had witnessed massive rise in its fortunes. The multi-dimensional industry has its fingers in many pies such as in football, basketball and formula one racing. The recently concluded edition of the World Cup is pointer to the fact that sports plays great roles in unifying parties. It won't be surprising that football stars that took part in the tournament and are plying their trade in some other club-sides barely know their fan base. That is part of the reason why clubs hardly show remorse when a fan suffers some setback; they are simply not aware that such a fan exists.

Today, the internet had changed the way contents are disbursed and we have seen its inputs in distribution platforms such as the Google Play Store. You might have downloaded some sports games ranging from categories such as racing to football. That is the simulation part but how about viewing the action in reality?

Traditionally, televisions were one-stop hub for viewing sporting activities and this scenario changed when value web was launched. This time around, you can view matches and re-caps from your mobile device. The system is however facing some issues and these necessitated the development of a Netflix for the sports industry – SportsFix.

Why SportsFix?

SportsFix came at a time when dubious means had been deployed in sports streaming. Though the era of view sports activities from televisions is being relegated to the background, it still remains last resort for many. At the moment, the cost of subscribing to sports channels is high and is triple by

the fact that other contents that are not sports-related are also included. Thus, users are not allowed to choose contents they want. Likewise, many intermediaries such as sports content distributors have greatly contributed to hike in sports contents.

Sadly, club-sides are also short-changed in the process given the fact that they get little or nothing from revenue generated from sports contents of which they contributed their quota. The most painful aspect is fans' cut-off from accessing sporting activities either by high subscription fees or lack of proximity to channels that could have enhanced that such as stadiums and live streaming service.

SportsFix presents a network of digital stadiums that would enhance user experience in accessing sports contents. The good side to this is connectivity of fans to games they wish to watch and in real-time too. Gone will be the days when you have to make do with limited contents that come your way on televisions. Thanks to SportsFix's digital stadium, you can envision games you want and enjoy same even from the screens of your mobile device. The stadium combines video on demand and live streaming making it possible for users to access sports video contents they yearn for while enjoying robust and low-cost streaming service.

The stadium features impressive products such as social media and betting. This time, fans yearn for interaction with their supported clubs will be granted as SportsFix through its digital stadium had opened the pathway for club-to-fan interaction and vice-versa. If you have been mourning the

exorbitant costs you spend on other streaming service in return for hyped contents that do not actually meet your preference, SportsFix brings you a new tidings. Users are allowed to pay for what they consume implying that you won't be bombarded by irrelevant contents.

Decentralized Content Distribution

By the peer interaction fostered by SportsFix, big shots (rights holders) in the sports industry such as teams and federations are allowed to reward their fans with incentives that would in-turn increase their fan base. The hierarchy of intermediary influence would be broken as SportsFix is leveraging the digital stadium in connecting rights holders to their fans. Through this channel, sports contents can be delivered on users' devices without any third-party interference.