

hitbox

Watch, interact and bet
on live & recorded sports



Hitbox Entertainment GmbH

based in Vienna, Austria, is a media technology innovator, offering end-to-end social video solutions powered by its proprietary **ultra low latency platform**.

The team emerged out of the early days of eSports, building the first online video platform for gaming and eSports.

Founding & managing team



Martin Klimscha
CEO



Rene Weinberger
CTO



Markus Leitsch
CPO



Max Kossatz
VP Technology

History of Hitbox

From esports to live sports - 15 Years of Non-stop Industry Innovation

Experience

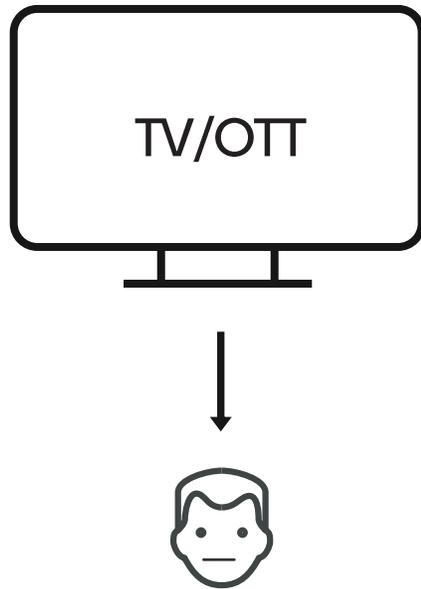
- 2004 Launching world's first social video platform for gamers
- 2008 First live streaming platform for gamers
- 2010 Record breaking >200k concurrent live viewers on a single channel
- 2016 15M Monthly Active Users
- 2020 Successful tests of live video streaming, real-time game data & social engagement with a major sports broadcaster

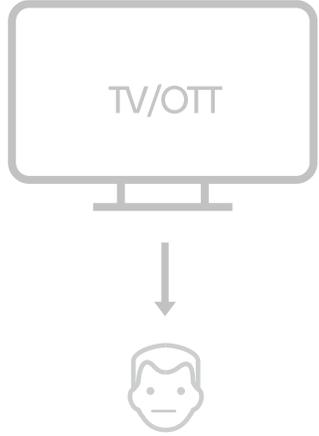
Innovation

- 2013 Introducing 1080p 60fps streaming as standard
- 2014 Industry first WebSocket chat with unparalleled throughput and scalability
- 2016 Introducing 4K 60fps & VR live streaming
- 2018 Ultra-low latency <2s live streaming
- 2019 Ultra-low latency <0.5s synchronized live streaming
- 2020 Frame-accurate event-triggering & integration of live video and 3rd party real-time game data across devices & geographies

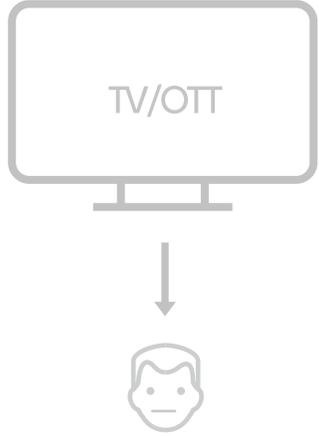
Building and operating high volume live video platforms entertaining millions of users

Transition to social video





1. Socialize
2. Augment
3. Make Sticky



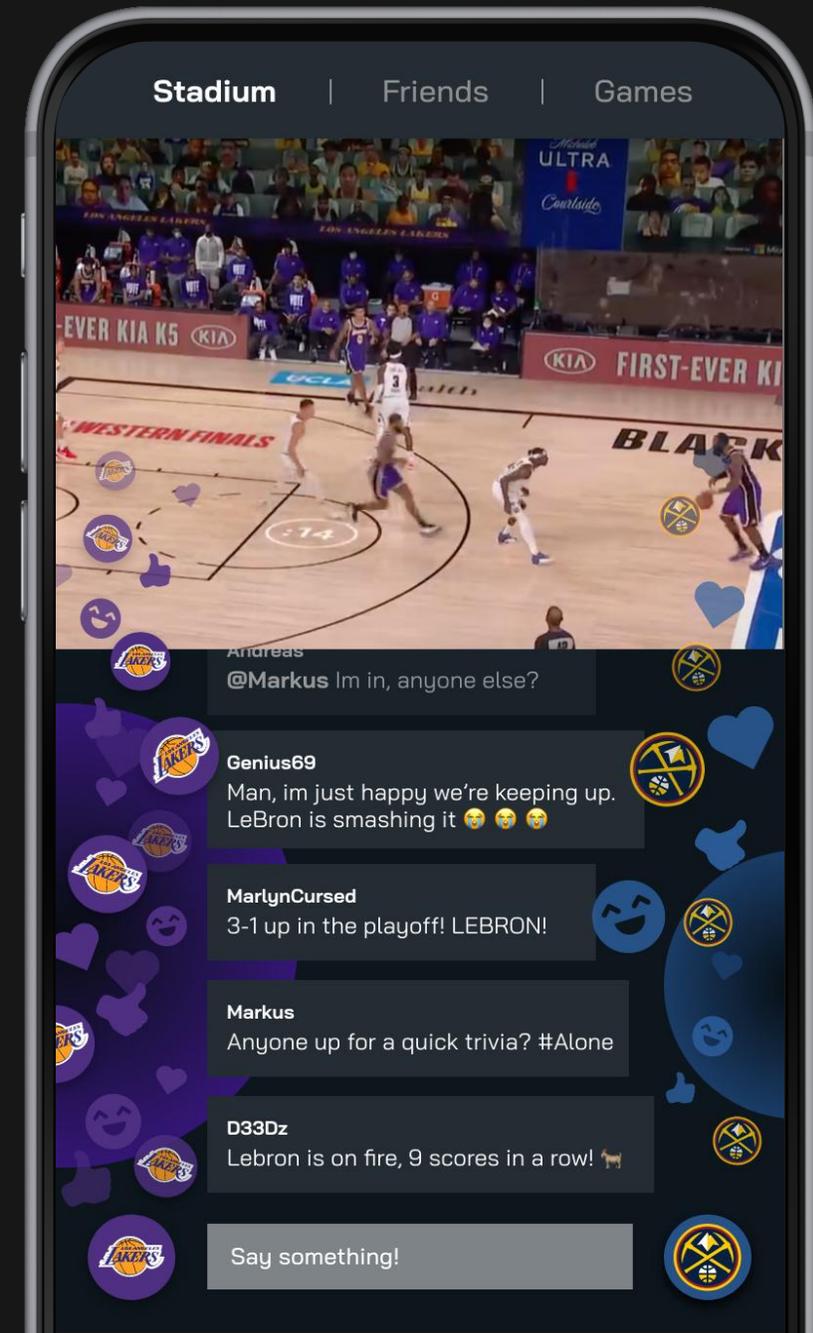
- 1. Socialize —————> Shared experience
- 2. Augment —————> Game data integration
- 3. Make Sticky —————> Platform gamification

1. Shared Experience

Stadium

Excitement of being part of the crowd

- Synchronised Video
- Text Chat
 - Automated Moderation
- Cheering
 - Contextual Animated Emotes and Logos
 - Cheer-o-Meter
 - Cheering Competitions



1. Shared Experience

Watch Party

Getting together to watch a game

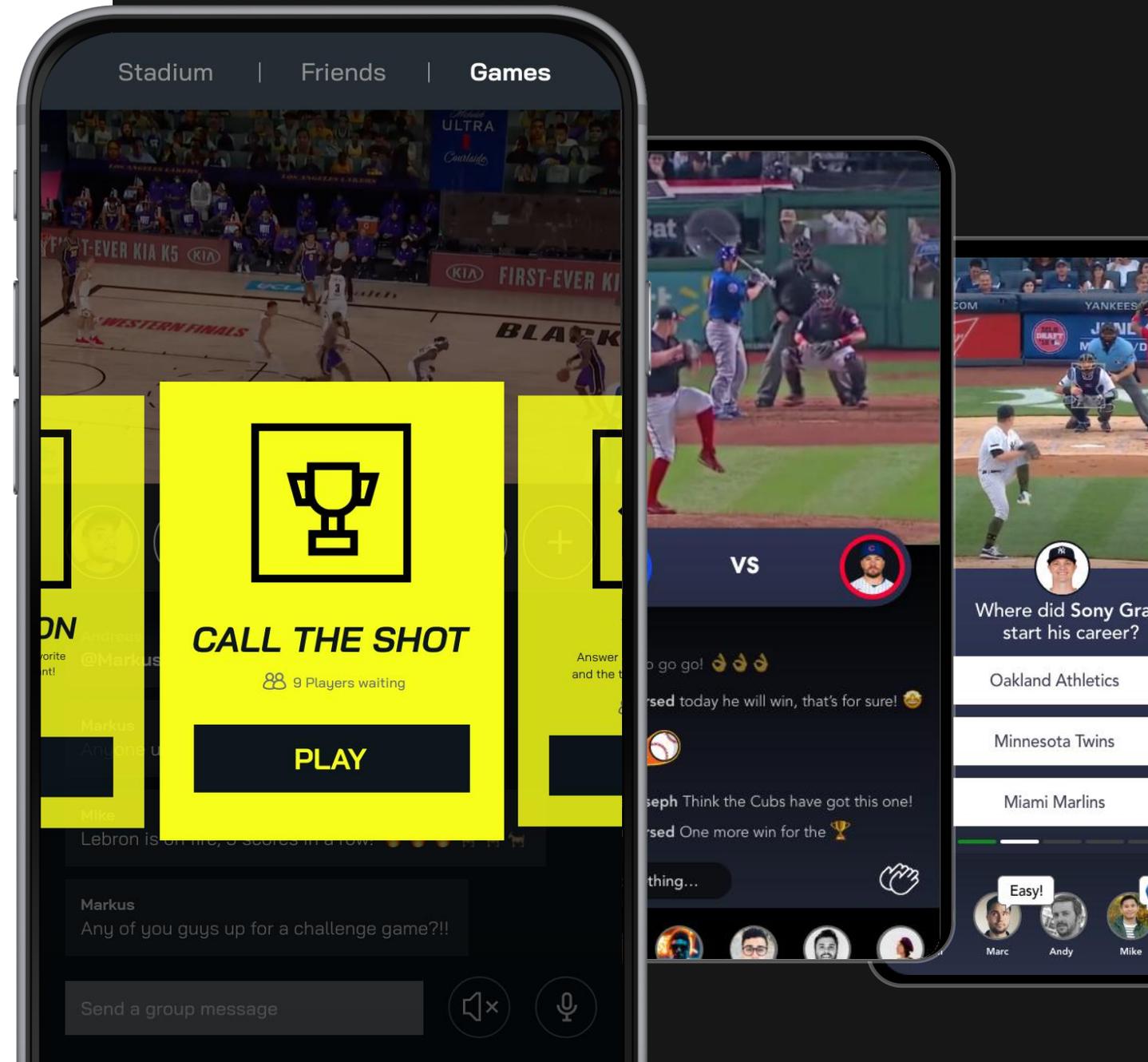
- Synchronised Video
- Group Voice Chat
 - P2P voice for up to 10 users
 - Active Sound Level Mixing and Normalization
- Messaging
 - Text
 - Custom Emotes
 - Images
 - Videos



2. Augmenting the experience

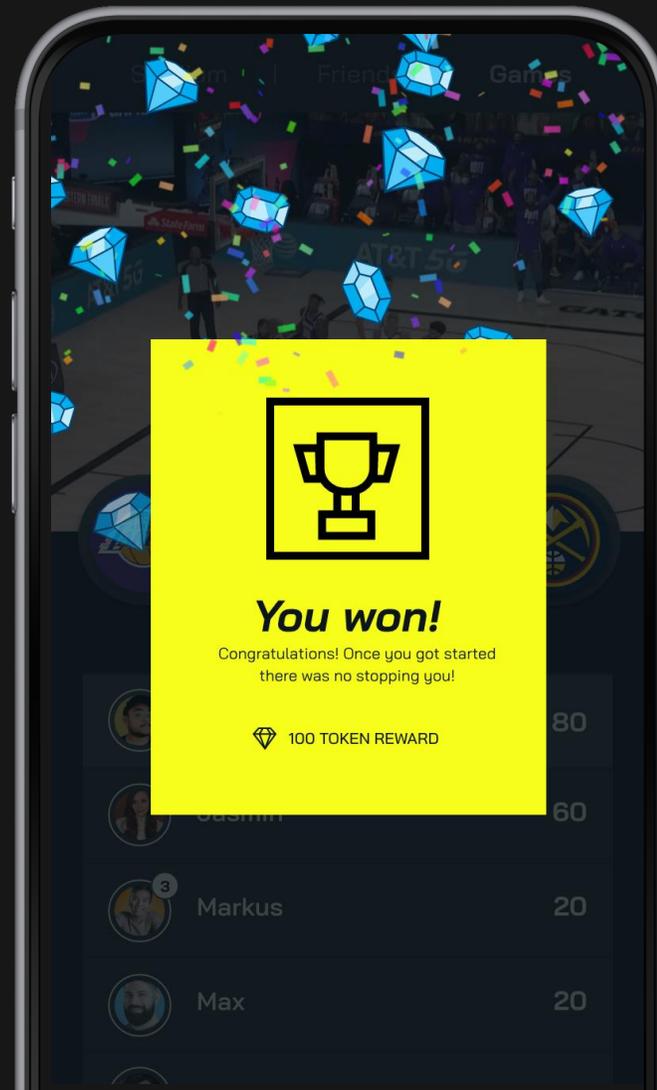
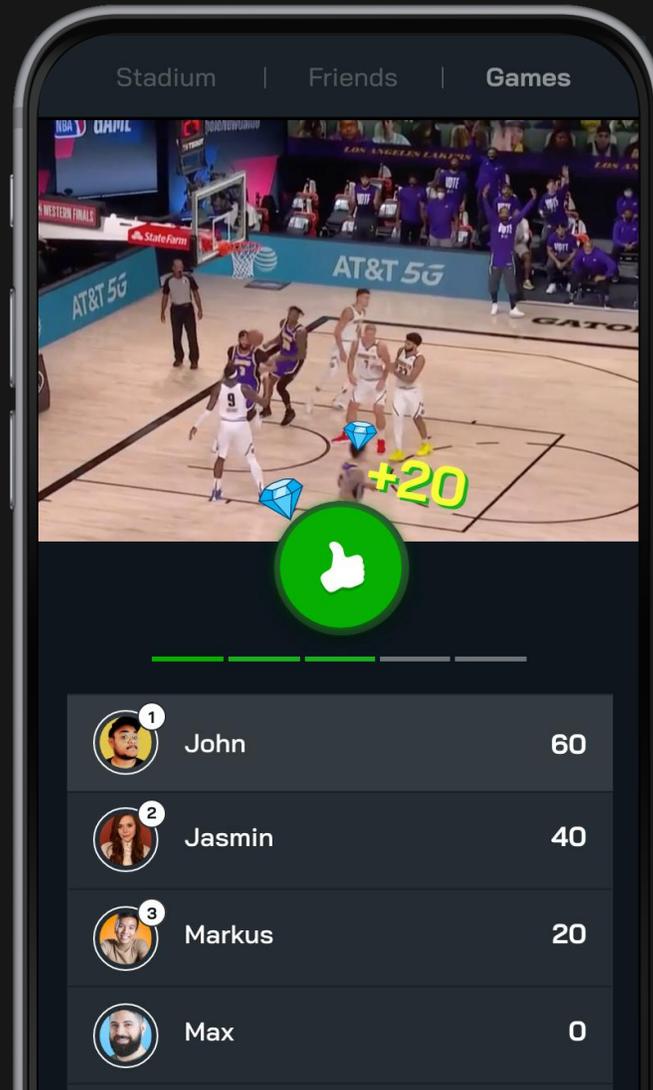
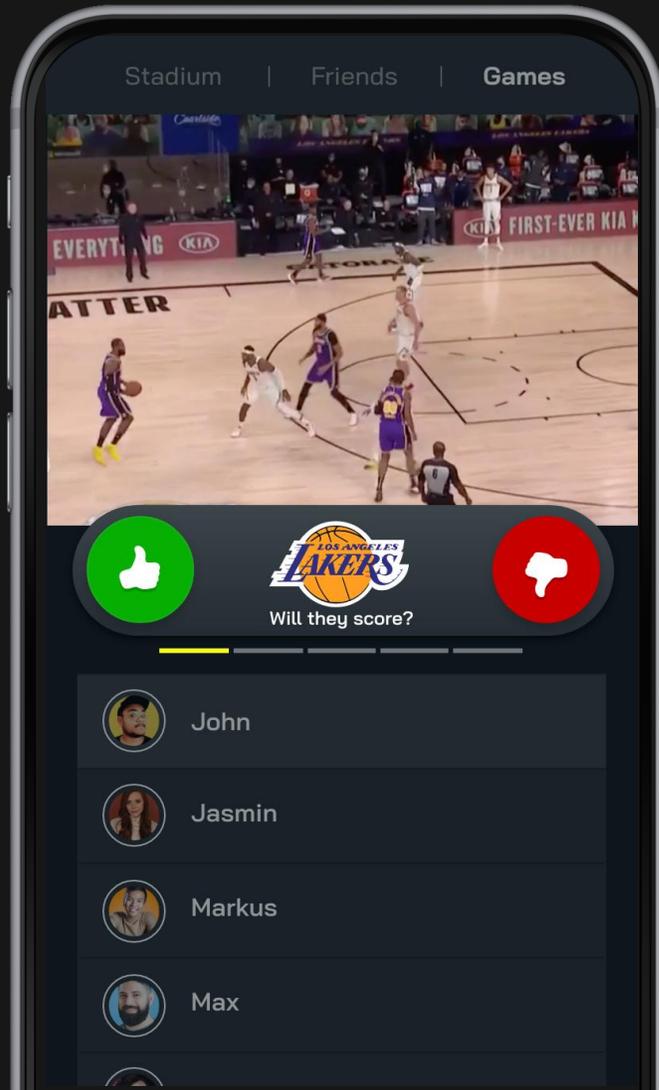
Mini Games

- "Call the Shot"
 - Predict game events in real-time
 - Predictions and results are automatically generated from a live sports data feed
 - Players play in a pool bet style next and against each other
- Trivia
 - Contextual live questions
 - Generated with live and historic game data and editorial
- ...more in the works



2. Augmenting the experience

"Call the Shot" Real-time Prediction



2. Augmenting the experience

Many different sports



Best of 14
T20 T17 BULL Gurney 6 235
T20 T17 D20 Van Gerwin 3 117

Will Van Gerwin close the leg?

Yes No

You ●●●●●
George ●●●●●
Thomas ●●●●●
Mary ●●●●●
Richard ●●●●●



How many yards for the 

10 20 30 40 50 40 30 20 10

5 yards

Turnover

You ●●●●●
Joseph ●●●●●
Abigail ●●●●●
Jean ●●●●●



ATL 73 BULLS 62 3RD 9:49 17

Will the  score?

Yes No

You ●●●●●
Dirk ●●●●●
James ●●●●●
Kevin ●●●●●



HAMBURG EUROPEAN OPEN
Zverev 4 30
Delbonis 5 0

Point  Zverev?

Yes No

You ●●●●●
George ●●●●●
Thomas ●●●●●
Mary ●●●●●
Richard ●●●●●



At Bat
almarkt
money. Live be
CHI 7 CLE 6 8 1-1

 vs. 

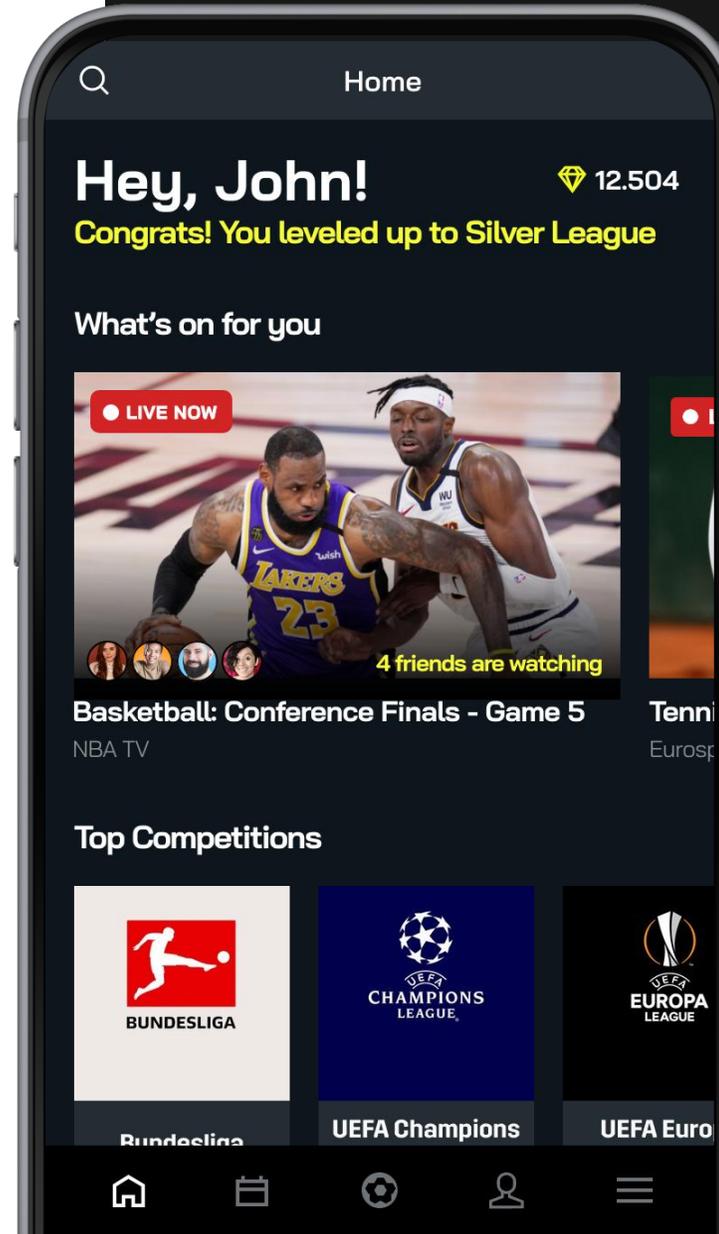
Strike Hit Ball Foul

You ●●●●●
Joseph ●●●●●
Abigail ●●●●●
Jean ●●●●●

3. Stickyness

Platform personalisation & gamification

- Establish social graph
- Rewards
Engagement, participation, viewing time is rewarded
- Leaderboards



demo.calltheshot.tv

Appendix

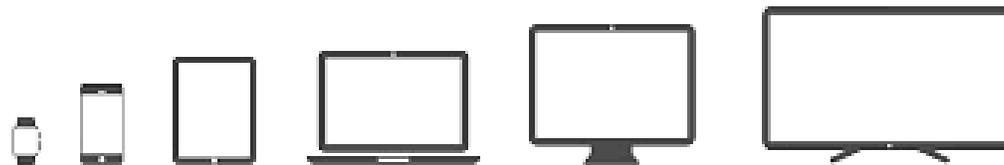
Hitbox Toolset

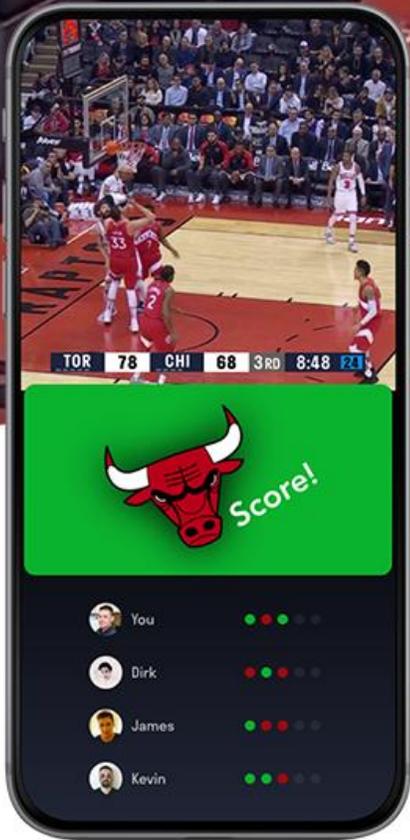
Client Apps

- Multi platform - iOS, Android, Web, Smart TVs
- Fully skinnable & multi language - for quick theming and widgeting
- Social interaction tools
 - Multi Media Messaging
 - P2P Voice
 - Game support: lobbies, leaderboards, rewards
 - Friends management
 - Share events on social media
- User management - registration, administration & permissions
- User behaviour tracking
- Geoblocking

Streaming & Backend

- WebRTC & CMAF – Low latency video streaming
- Real-time messaging services
- Containerized Backend - can run on any server infrastructure
- High Elasticity System - scaling from 0 to Millions of users within seconds
- Easy Ingest - accepting many live data & video feeds sources and formats
- Live game data integration– synchronized data to video matching
- Multi-bitrate - switches between 14+ bitrates in real time for best playback on all devices
- Health monitor - continuous connection and throughput check within the network and to the end points
- Broadcast studio – enables live commentary tied to fan engagement



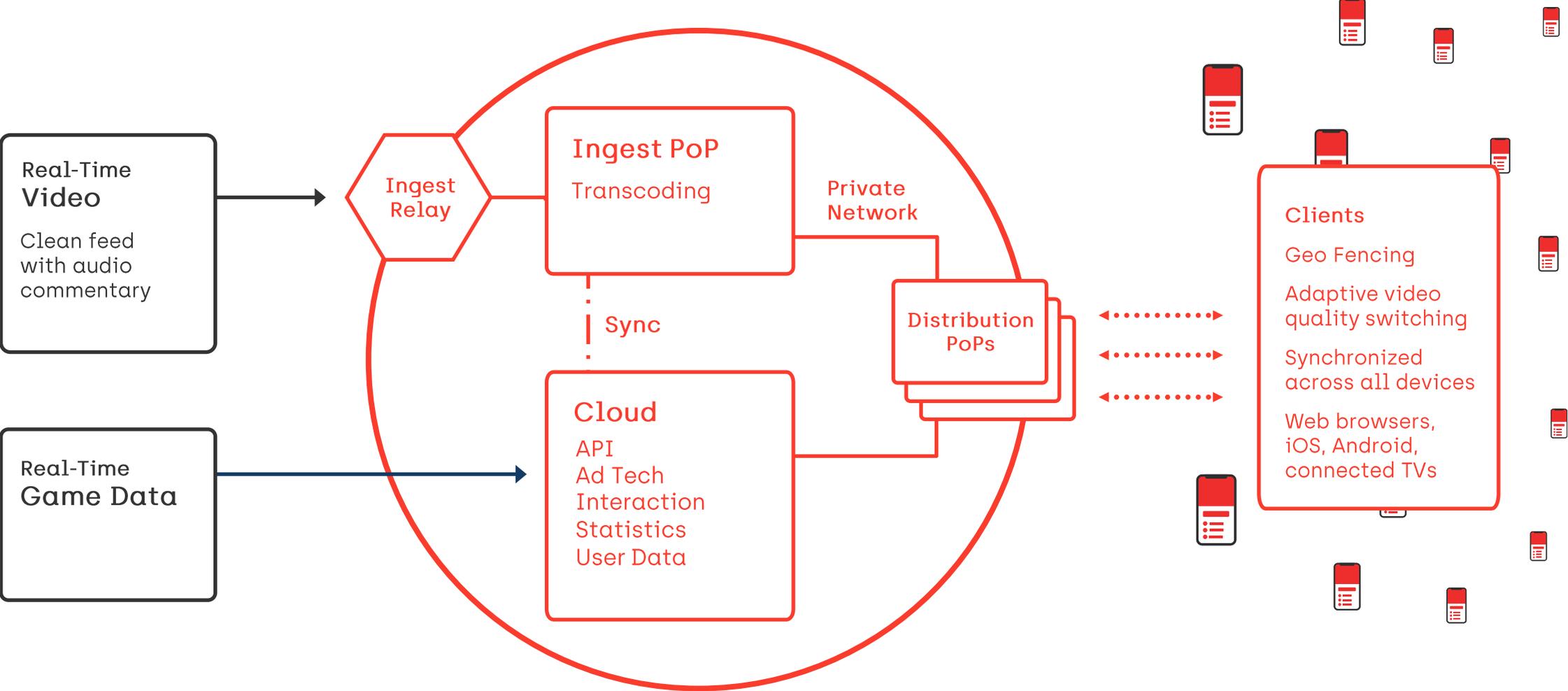


Delivering the interactive viewing experience for the media landscape of tomorrow

- Ultra low latency live video at scale
- Synchronized clients
- Frame accurate event triggering

Live Source

Hitbox
Ultra Low Latency Network



Added Latency | 0s | 0,1s | 0,2s | 0,3s | 0,4s | 0,5s

Betting Show

