

2023 LAVER CUP

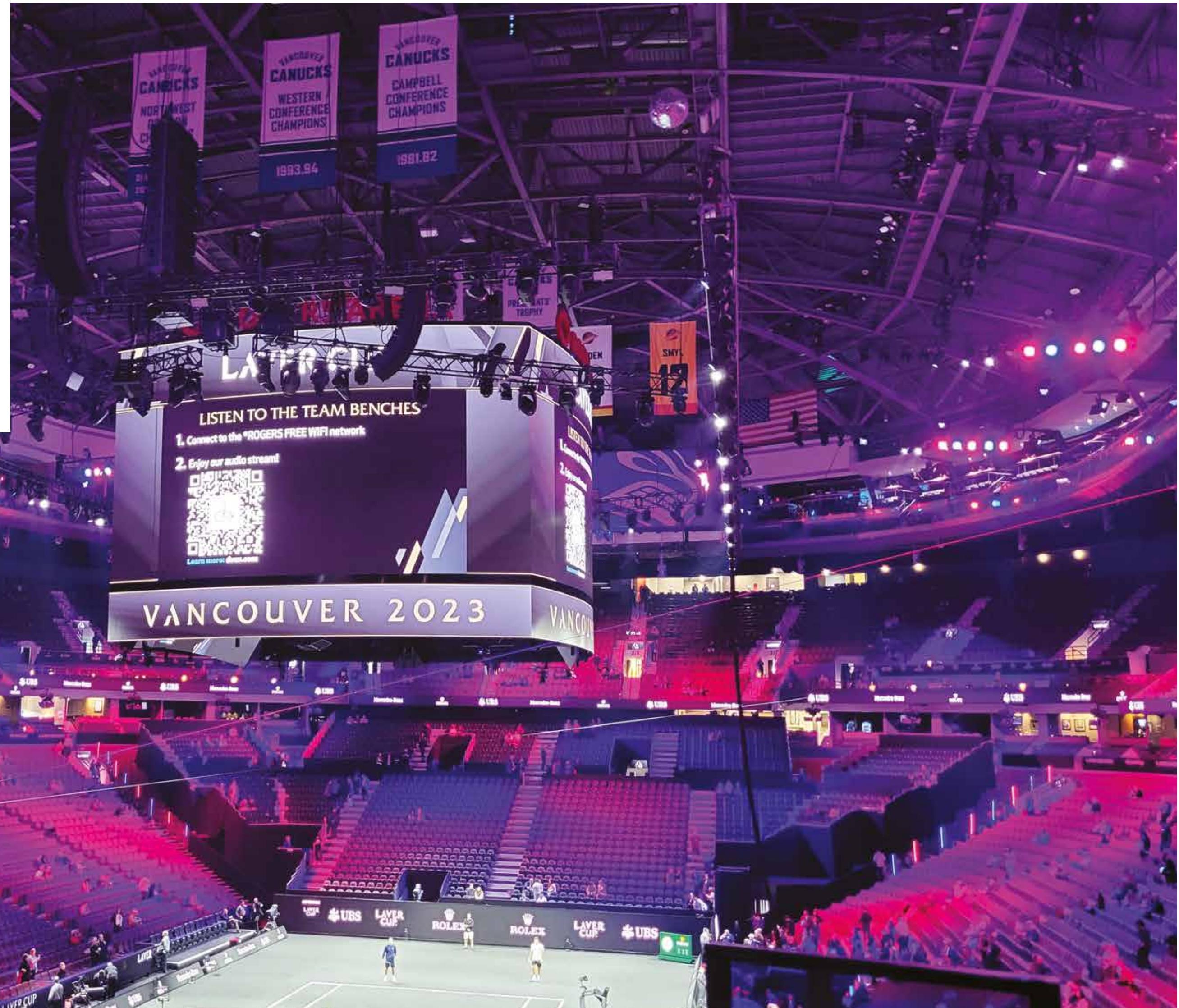
Vancouver, Canada

Images: DVOX

In a landmark collaboration, DVOX took centre stage at the Laver Cup 2023, hosted at the iconic Rogers Arena in Vancouver, transforming the way tennis enthusiasts engage with the game. The Laver Cup, an annual spectacle featuring Team Europe and Team World in a high-stakes men's team tennis tournament on indoor hardcourts, witnessed a groundbreaking infusion of technology to enhance the fan experience.

Commissioned by the Laver Cup organisers, DVOX set out to redefine fan engagement by introducing a revolutionary live audio streaming solution directly to fans' mobile devices. This bespoke feature granted fans access to four distinct live streams, including the in-house programme, broadcast audio feeds, and two exclusive live feeds from the players' benches.

The impact was profound, with a global reach of 2500 listeners over three days, peaking at 900 users during Saturday's matches alone. Impressively, DVOX boasted a high retention rate, with 25% of users staying connected for over an hour and 40% remaining engaged for more than 30 minutes. Throughout this timeframe, 75% of DVOX users seamlessly toggled between various audio





streams, demonstrating the versatility and appeal of the technology.

DVOX's core advantages became evident as the technology seamlessly integrated into the Laver Cup environment. A brief 10-minute discussion with the sound team and an additional five minutes with the IT specialist paved the way for a solution that was up and running less than an hour after arriving on site. The real-time audio streaming directly from the court ensured a synchronised experience, eliminating latency and providing fans with an audiovisual spectacle that matched the on-court action.

Access to the exclusive audio feeds was limited to Laver Cup attendees, made possible by leveraging the local WiFi infrastructure of the Rogers Arena. Fans simply connected to the local WiFi and scanned a QR code displayed on the jumbotron, unlocking a new dimension of immersive tennis experience.

In particular, the live audio feeds directly from the players' benches elevated the audience's proximity to the action. Fans expressed genuine excitement and novelty, revelling in the opportunity to eavesdrop on player interactions with teammates, creating an intimate connection with the game. Peak connections correlated with live on-court events, demonstrating the power of DVOX in bringing spectators

closer to the heart of the game. DVOX acted as the ears on the court, seamlessly integrating fans into the live experience. DVOX's impact extended beyond the on-court dynamics, offering on-demand audio content options that enriched the overall event experience. Exclusive features traditionally reserved for broadcast, such as coin tosses and pre-game comments, were conveniently accessible on mobile devices within the venue. Downtime and intermissions were transformed into engaging moments, too, with commentator analysis and insights.

The availability of multiple on-demand audio content options proved to be an effective strategy for capturing and maintaining audience attention, underscoring DVOX's ability to revolutionize live event experiences.

In conclusion, DVOX's innovative technology has ushered in a new era in live event experiences, making broadcast exclusive features easily accessible on mobile devices. By providing engaging audio content options, DVOX has not only captivated audiences, but also opened new avenues and opportunities for event organisers. The Laver Cup 2023 stands as a testament to the transformative power of DVOX technology in redefining the intersection of sports and technology. The future of live events has never sounded more promising.