



PRESENTATION FOR CLUBS, TOURNAMENTS AND SPORTS CENTRES

YOUR CLUB ON TV

Your club's app, inside GARRA TV.
On Smart TV, smartphone and web.



— WHAT GARRA TV IS

ONE APP. EVERY CLUB HAS *ITS* *OWN*

GARRA TV is the TV for sports clubs: a single app that brings together football, basketball, volleyball, futsal, rugby, padel and any other sport. Inside GARRA TV every club has its own app, with its crest, its colours, its content and its sponsors.



NO APP FOR THE CLUB TO BUILD

The club doesn't have to build, publish in the stores or update any app. Its app lives inside GARRA TV: we set it up and we keep it up to date.

JUST ONE APP FOR THE FAN

Fans download GARRA TV once and find their club by picking its crest. On Smart TV, smartphone and computer.

WHO WATCHES IT

- ✓ **Parents, grandparents and families**, who watch the team on the TV at home even without using social media.
- ✓ **Fans and players**, who rewatch matches, goals and interviews whenever they like.
- ✓ **Sponsors**, who see their brand in real ads and banners, not just on the shirt.

HOW IT WORKS

FROM THE CREST TO THE **CLUB** APP

1

THE FAN OPENS GARRA TV

On the Smart TV, the smartphone or in the browser. The home page shows the crests of all the clubs.

2

THEY PICK YOUR CLUB'S CREST

With the remote or a tap.

3

THEY STEP INTO YOUR CLUB'S APP

With your colours, your logo, your sections and your sponsors.

4

IN FAVOURITES, IT OPENS STRAIGHT AWAY

If fans add the club to their favourites, GARRA TV opens straight onto the club's home page: it's like having the club's own app on the Smart TV.

WHAT'S IN THE CLUB APP

LIVE STREAMS

Matches live, with an optional reminder for fans.

VIDEO ON DEMAND

First team, youth teams, interviews, highlights and anything else you want to publish.

PRE-ROLL ADS

Your sponsors' ads before the videos.
As many as you like.

BANNERS

Space to give visibility to those who support the club.

THE CLUB RUNS EVERYTHING ITSELF

From a simple dashboard the club uploads videos, schedules live streams and adds ads and banners. We train the club's contact person.

— ADVERTISING

YOUR ADS, YOUR **REVENUE**

The club sells the ads on its videos, at the price it decides, and keeps every euro. GARRA TV takes nothing from the club's ads.



Out of every 4 pre-roll ads shown on the club's videos, 3 are the club's own ads and the fourth may be a GARRA TV ad.

THE RULES, IN PLAIN WORDS

- ✓ **Unlimited ads.** The club uploads as many ads as it likes, one or ten: they rotate in its 3 out of 4 pre-roll slots.
- ✓ **100% of the revenue.** What the club sells to its sponsors stays with the club. Likewise, ads sold by GARRA TV stay with GARRA TV. No accounting between the parties.
- ✓ **No empty slots.** If the club has no active ads, GARRA TV's ads appear. As soon as the club uploads an ad, the slot is its own again.
- ✓ **Club banners** in its app, always managed by the club.

— WHY GARRA TV

ON OTHER PLATFORMS THE ADS ARE THEIRS. HERE THEY'RE YOURS

YouTube, Twitch and the other platforms are great for getting found, but they decide on the ads on your videos and they pocket the money.

You don't have to leave social media and other platforms: use them to get known and bring your fans to GARRA TV.

	YOUTUBE, TWITCH AND SIMILAR	GARRA TV
WHO CHOOSES THE ADS	The platform, automatically	The club: its sponsors, its messages
WHO EARNS	The platform, which passes only a share to the channel	The club keeps 100% of the ads it sells
WHEN YOU START EARNING	Only after reaching the required subscriber and view thresholds	From the first video, with any number of fans
WHAT YOU OFFER SPONSORS	An on-screen logo or a mention	Real pre-roll ads and banners, with their brand
NEXT TO YOUR VIDEOS	Recommended content from other channels	Your club's app, with your colours and your content
ON THE TV AT HOME	Inside the platform's app, among millions of videos	The club crest, one click away on the remote

EVERY MATCH GOES ON TV

THE CLUB ON ITS OWN

With the streaming service the club connects a camera, even an automatic one, adds commentary with a microphone and an on-screen score from a device.

WITH A PARTNER LOCAL TV STATION

Professional directing, graphics and commentary. GARRA TV broadcasts at the same time and a copy of the match stays in the club's archive.

AMATEUR TOURNAMENTS AND SPORTS CENTRES

8-a-side football, futsal, evening leagues: GARRA TV is designed for organisers too.

- ✓ **Sports centres:** one automatic camera per pitch and every match goes online without an operator. One app for all the centre's leagues.
- ✓ **Tournament and league organisers:** live finals, goals of the week, tables and award ceremonies.
- ✓ **Team sponsors:** the café or garage on the shirt also becomes an ad on the tournament videos.

Filming requires the players' consent: the release form is signed when registering for the tournament or with the club.

LIVE ON TV

LIVE STREAMS WORTHY OF YOUR CLUB

We want every live stream to show off the club and its sponsors. Before going on air we run a **technical check** together on a live stream you've already done, or on a test: camera angles, audio, signal, graphics.

We support you with practical tips and, if you like, a **training course** for whoever handles filming and directing, or with a partner local TV station. When everything is ready, the live streams go into the club app.

FOUNDING CLUB OFFER

YOUR APP WITH NO FEE

For Founding Clubs the club app on GARRA TV has no set-up cost and no monthly fee, forever. You only pay if you switch on ads, when you start earning.

FOUNDING CLUB · FOREVER

CLUB APP ON GARRA TV

€0

SET-UP

€0

FEE

THE CLUB APP INCLUDES

- ✓ Club app on Smart TV, smartphone and web
- ✓ Video on demand and live streams
- ✓ The club's crest, colours and sections
- ✓ Favourites: GARRA TV opens on the club
- ✓ Set-up and training for the contact person
- ✓ Support

OPTIONAL

ADS AND BANNERS FOR YOUR SPONSORS

Unlimited pre-roll ads and banners, sold by the club at the price it decides. 100% of the ad revenue stays with the club.

€100

ONE-OFF

€39

A MONTH

OPTION · SEASON PASSES AND PAY-PER-VIEW

The club sells season passes or single matches at the price it decides. GARRA TV keeps 5% of the takings; the rest goes to the club, net of payment fees.

€1,500

ONE-OFF

Video on demand is kept in a pay-as-you-go cloud archive in the club's name: very low costs, a few euros a month, and we set it up together. For live streams the club chooses the streaming service it prefers, with our advice. Prices exclude VAT.

— HOW TO GET STARTED

YOUR CLUB ON TV IN **FOUR** STEPS

01

CONTACT

Write to us or fill in the form on garra.tv.

02

DEMO

We show you your club already on TV.

03

TECHNICAL CHECK

We test your live streams together, build the app and train your contact person.

04

ON AIR

The club publishes videos, live streams and ads.

WE ALREADY HAVE YOUTUBE AND FACEBOOK. WHY DO WE NEED THIS?

Keep using them to get found. GARRA TV puts you on your fans' TVs at home and gives you your own ad space to sell, which you don't have on social media.

WE DON'T HAVE THE TIME OR THE PEOPLE.

A few videos a month are enough. We train your contact person. For live streams you can rely on a partner local TV station.

CAN WE STREAM OUR LIVE MATCHES STRAIGHT AWAY?

Yes, after a technical check together on a live stream you've already done or on a test, with a few practical tips. If you want to grow there's a training course, optional and agreed separately, or a partner local TV station.

WHO OWNS THE VIDEOS?

The club does. They are stored in the club's account and remain its own in any case.



CONTACTS

BECOME A FOUNDING CLUB

For Founding Clubs your app on GARRA TV comes with no fee, forever. You only pay if you switch on ads. Join with no commitment on garra.tv: we show you your club already on TV. For any question, write to or call Alceo.

WEB **GARRA.TV/EN**

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SCAN AND JOIN