



# The YES Factor

Evergent Helps Launch Game-Changing  
DTC Subscription App



# About YES Network

## Industry

Media & Broadcasting

## Region

North America

The YES Network, the most-watched regional sports network in the U.S. for 18 of the last 20 years, owns exclusive regional TV rights to the 27-time World Champion New York Yankees, the Brooklyn Nets, and the New York Liberty. A recipient of 146 Emmy Awards since its 2002 launch, YES also televises original biographies, interview and magazine programs, college sports, and Manchester City and AC Milan soccer. The network earned recognition among Forbes' top 10 most valuable sports business brands worldwide for nine consecutive years.



New Yorkers count on the YES App to follow along with their favorite teams and players. As more and more customers prefer to watch live sports through streaming applications, our partnership with Evergent ensures that we can serve our YES App subscribers with packages and services tailor-made to match their preferences and needs, whether they are monthly or yearly subscribers, or new to the service.

**- Matt Duarte**

VP of Strategy and Business Development,  
YES Network



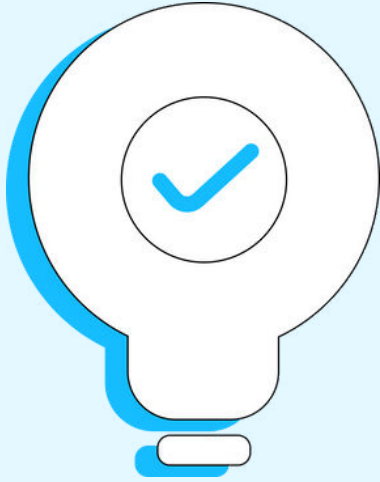
## Challenges

Yankees, Nets, and Liberty fans sought additional ways to engage with content focused on their favorite teams, including live games, video-on-demand, and interactive features. The YES App needed an innovative strategy to reach as many fans as possible and deliver the best content.

With the growing demand from consumers to watch content on demand, the YES App was looking for solutions to make more options available for New Yorkers to watch live sports.



## Solution



Evergent's industry-leading monetization and subscriber management toolkit enabled the YES App to enhance platform functionality with agility and flexibility.

Configurable solutions for monetization and subscriber management, including the Evergent Monetization Platform (EMP), allow the YES App to take a flexible and agile approach to its streaming services and to manage its DTC and TV Everywhere offerings through a single platform. Evergent products can support complex use cases involving couch and hotel rights and powers sports-specific monetization models.

## Process

Evergent's monetization capabilities enhanced the YES App's functionality with robust promotional campaigns and greater customer reach. Evergent's expertise has equipped the YES Network to further test the waters with flexible offers and promotions, including:

### 01 Strategic partnerships

The YES App has established several significant strategic partnerships with best-in-class technology providers since its launch in 2021. Evergent is among the latest partners helping to make the YES subscriber journey more seamless while creating revenue-generation opportunities.

### 02 Flexible monetization

Evergent equipped the YES App with the flexibility to test diverse monetization models while designing and deploying several monthly and annual subscriptions and promotional pricing offers.

# Key Outcomes

## 01 Seamless migration

- All existing TV Everywhere subscribers have been migrated to Evergent Monetization Platform (EMP), with zero impact on the user experience.

## 02 A plethora of options for Subscribers

- YES App users can enjoy all of the content that YES Network has to offer through their TV providers, a monthly DTC subscription, or an annual DTC subscription.
- Subscribers can seamlessly manage packages and customize their subscription status within the YES App experience.
- Subscribers can explore unique offers during promotional pricing periods and utilize personalized discount codes based on location, activity, and content choices.
- Support is offered for both web and in-app payment methods.

## 03 Couch rights

- EMP allows the YES App to establish and enforce couch rights for subscribers traveling beyond the broadcasting boundaries, allowing subscribers to flawlessly access the content of their choice even away from home.

