



# LIVE PAY-PER-VIEW EVENTS

**RIGHT PRICE, RIGHT TIME:  
BEST PRACTICES TO PRE-SELL & SELL  
YOUR EVENTS**



# OVERVIEW

The future of Live Pay-Per-View is fundamentally defined by what the audience wants, which in turn drives how content owners package, deliver and monetize their content. In order to thrive in this increasingly crowded space, content owners must understand audiences well enough to deliver the ideal user experience - with an attractive, relevant value proposition.

**DELIVER THE IDEAL USER EXPERIENCE - WITH AN ATTRACTIVE, RELEVANT VALUE PROPOSITION.**

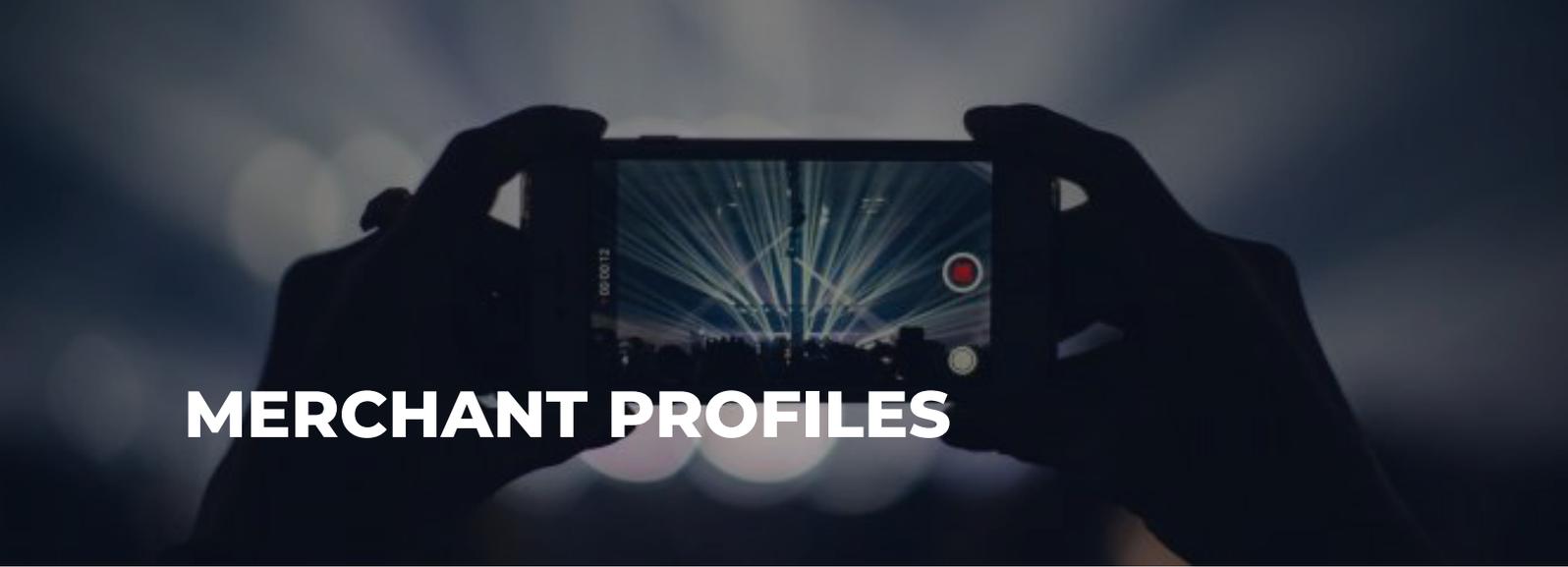
At InPlayer, we're excited about the opportunities that Live PPV offers to content owners of all sizes to drive audience growth and profitability. Live pay-per-view isn't just about relying on a robust technology, it's also about sales.

**LIVE PAY-PER-VIEW ISN'T JUST ABOUT RELYING ON A ROBUST TECHNOLOGY, IT'S ALSO ABOUT SALES.**

Based on our experience, supporting 600+ events a month across the world, successful content owners willing to capitalize and drive revenues in this competitive market need to adopt a smart pricing and timing strategy.

To that end, we've created this guide to share some tips and best practices for (pre)-selling a successful Live PPV event - and keep viewers coming back for more.

**ADOPT A SMART PRICING AND TIMING STRATEGY.**



# MERCHANT PROFILES

There are a number of factors to consider when it comes to calculating event ticket prices. But all these factors depend on experience as a merchant: are you a novice merchant, mid level or an advanced one?

## NOVICE MERCHANTS

Merchants who are fairly unknown in the industry; do not know who their audience is; have not organized physical attendance events before; have not monetized digital content before.

## INTERMEDIATE MERCHANTS

Merchants who are known in their industry; know who their audience are; have organized physical attendance events before; have not monetized digital content before.

## ADVANCED MERCHANTS

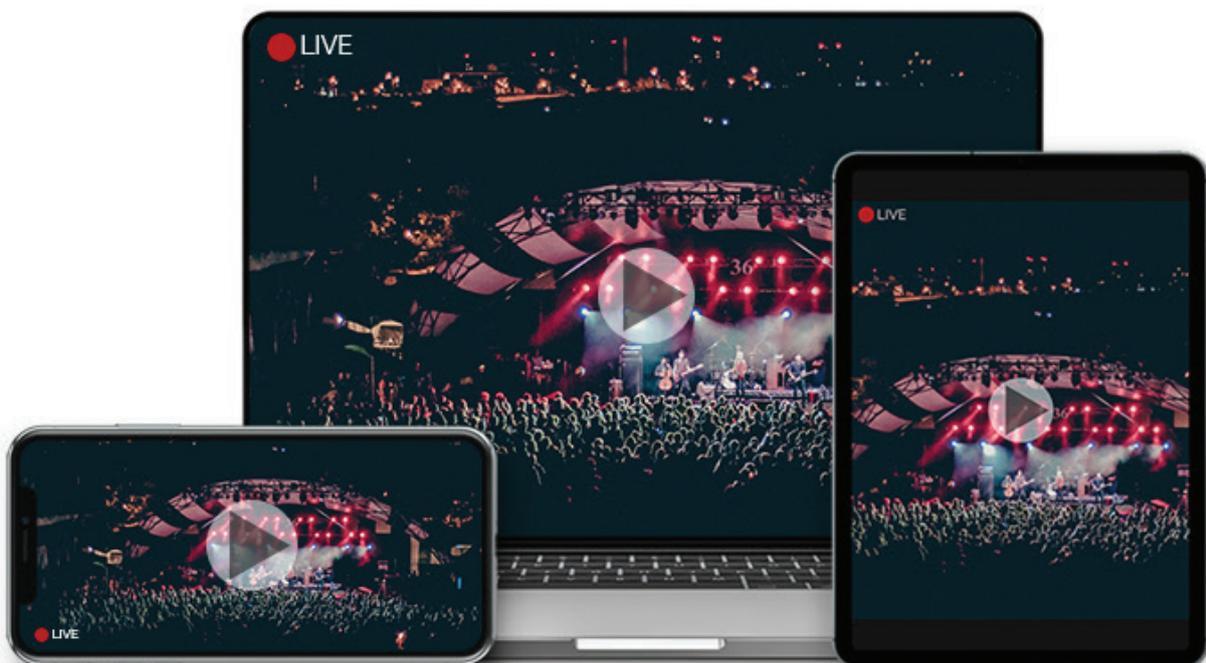
Merchants who are known in their industry; know who their audience is; have organized physical attendance events; have monetized digital content before; offer recurring online events.

# PRICING & MONETIZATION STRATEGIES

Based on our industry knowledge and 10+ years experience, the three merchants outlined above should have different pricing and timing strategies to deploy successful live events.

For example - while novice merchants would launch their first one-off live event with a low entry price, advanced merchants would rarely do “one - off” live events. They would offer bundles and recurring price options to build up and manage a content portfolio in one place.

See below some tips when it comes to map out an effective pricing roadmap according to a merchant category.



## NOVICE MERCHANTS

- Start presales at least two weeks before the event takes place;
- Start with a lower price point to test the audience and gain confidence in your brand;
- Offer an early bird option and gradually increase the price before the event;
- Give customers more value for their money with extra Premium Content;
- Maintain healthy competition checking the pricing of peers and competitors. Avoid decrease or increase price drastically compared to competition.

## INTERMEDIATE MERCHANTS

- Start presales at least two weeks before the event takes place;
- The price of their online event isn't higher than the price of the venue, at least while seats are still available in the venue. Position the lower price point as early access;
- As soon as venue capacities are fulfilled, increase the price of the online event by 30%-50%;
- Offer no more than 3 prices or bundle prices;

## ADVANCED MERCHANTS

- Offer one off, bundle and recurring price options;
- Bundle and recurring price options should ultimately give customers more content at a lower price point, compared to when they would purchase each one-off event individually;

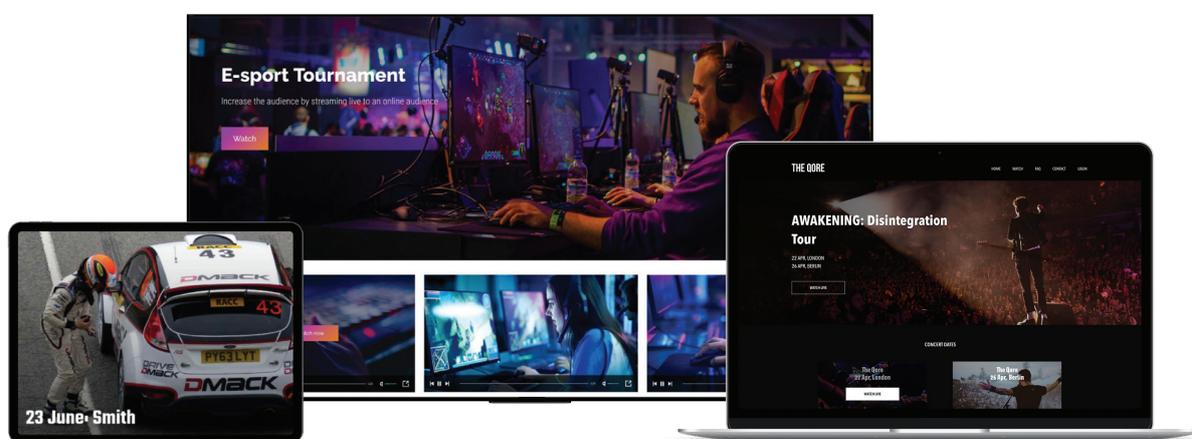
# PRICE RANGES PER INDUSTRY

The industry will heavily determine the price ranges for live events. From live conferences, concerts, sports games to spiritual content, fleshing out the right pricing is crucial to lead to long term profitability and success.

When it comes to designing a comprehensive monetization strategy, merchants need also to take into consideration some other key factors affecting the price ranges outlined below.

## SPORTS / ENTERTAINMENT / MUSIC

- The pricing of one-off entertainment events within the music, film, conferences and sport events, often depends on their “line-up”, the cast or celebrities involved. The more attractive is the cast, the higher is the event price.
- Sport events and offers are priced more cheaply in second and third world countries.
- Offers for sports such as football, basketball, volleyball, tennis are fairly cheaply priced in order to motivate the audience to move from traditional entertainment media to online pay-per-view.
- Sport events non-commonly available in traditional media, such as combat sports, esports, gymnastics, racing, rodeo events and other niche sports categories usually have a higher price compared to sports broadcasted on TV because of their online exclusivity.
- Multiple music and entertainment events are often most attractive to customers when sold as packages/bundles at a discounted price\* (\*you get three videos at the price of two).exclusivity.





# PRICING MATRIX PER INDUSTRY VERTICAL AND MERCHANT CATEGORY

## NOVICE MERCHANTS

	One-off	Recurring
ENTERTAINMENT	\$3-\$8	Not common (\$6 - \$12 p/m)
Sport	\$2-\$9	\$6-\$10 p/m
Music	\$2-\$7	\$5 - \$10 p/m
Education & Training	\$5 - \$30	\$15-\$50 p/m
Spiritual	\$2 - \$50	Not common (\$5 - \$30 p/m)

## INTERMEDIATE MERCHANTS

	One-off	Recurring
Entertainment	\$6 - \$20	Not common (\$6 - \$15)
Sport	\$8 - \$15	\$6 - \$15 p/m
Music	\$5 - \$15	\$5 - \$15 p/m
Education & Training	\$30 - \$300	\$50 - \$99 p/m
Spiritual	\$2 - \$100	Not common (\$5 - \$100 p/m)

## ADVANCED MERCHANTS

	One-off	Recurring
Entertainment	\$6 - \$30	Not common (\$10 - \$20)
Sport	\$15-\$20	\$10 - \$20 p/m
Music	\$10 - \$20	\$5 - \$20 p/m
Education & Training	\$70 - \$600	\$90 - \$500 p/m
Spiritual	\$2 - \$150	Not common (\$5 - \$100 p/m)



# OTHER FACTORS DRIVING PRICING DECISIONS

A number of different factors affect price range for live events. These generally fall under the categories of:

- **Complexity**

The more complex your live stream, the more expensive it is likely to be;

- **Duration**

The longer the stream, the more expensive it will be;

- **Equipment**

More streaming equipment incurs greater costs; and

- **Live streaming services**

Making the right choice for a professional live streaming platform.

With the best practices laid out in this guide, you'll have the insights and answers to offer the optimal pricing for your live events. We hope this answers your questions and wish you the very best with your first successful live online event with us.



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