Game Changed! VeriCall/MAS announce partnership with live and on-demand sports streaming service DAZN

Wednesday 29 March, 2023

DAZN 1 HD has launched on Sky Channel 429 using VeriCall's MAS technology

March 29 2023: VeriCall Ltd/MAS today announced a major partnership with the international live and on-demand sports streaming service DAZN. The launch of DAZN 1 HD, on Sky Channel 429, is powered by VeriCall's cutting-edge MAS technology as the MAS subscriber management platform is specifically built for the Pay-TV sector.

DAZN Group launched DAZN 1 HD in the UK and Ireland on Sky ahead of one of the most anticipated sporting events this year, the return of two-time world heavyweight champion Anthony Joshua who will fight Jermaine Franklin on April 1 and VeriCall will now provide the Contact Centre support for acquisition and customer service related to DAZN's services on the Sky platform.

DAZN chose VeriCall because of both their technological, and operational, expertise and their ability to turn things around quickly and efficiently and deploy within three months.

"We are delighted to be working with such an innovative partner as DAZN and utilising our own best-in-class technology, MAS, to enable their customers on Sky. With ever-increasing consumer choice in the Pay-TV landscape, you need the assurance that you have the tools to handle peak volume and maximise revenue exactly at the point of initial consumer contact", said VeriCall CEO Adam Taylor.

"In addition, VeriCall's experience in delivering high volume resources for peak events suits DAZN's business model which will be driven by providing large-scale exciting, unmissable sporting events", he concluded.

"DAZN is on a mission to deliver premium live sports content to millions of fans, where and when they want it. Launching DAZN 1 HD on Sky channel 429 is part of that objective and VeriCall's service in helping us achieve that has been nothing short of exceptional", said Shelley Blackburn, DAZN's EVP, Transformation.

Notes:

VeriCall Ltd

VeriCall is an award-winning UK-based BPO that brings people and technology together with innovative and intuitive BPO solutions to serve businesses of all sizes. Started in 2017, VeriCall provides skilled agents coupled with best-in-class technology to deliver PCI Compliant, AI-powered and Omni-Channel solutions throughout the UK and beyond. With an Engagement hub in Kirkcaldy, Fife, Scotland, VeriCall currently employs some 400+ people.

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www.vericallsolutions.com www.pippathepa.com

DAZN

DAZN is a ground-breaking live and on-demand sports streaming service, giving sports fans the control and flexibility to watch their sports, their way. You don't need a cable or satellite dish to watch it, so the setup is quick and simple. You can download the DAZN app and watch on multiple devices at home or on the go, all for an affordable price. It's about putting sports fans first.

DAZN is available worldwide in more than 200 countries and territories with a new global streaming platform initially focused on boxing and delivering exciting, unmissable sporting events.

For more information contact Daisy wells - daisy.wells@dazn.com

www.dazn.com

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