



# **WATCH WHAT CRAPPENS**

**THE GOLDEN CRAPPIES AWARD SHOW  
GOES GLOBAL**

 **KISWE**

## Introduction

In 2025 Kiswe partnered with Watch What Crappens, the popular podcast and social media account that focuses on delivering humorous commentary on reality TV shows, to stream the annual Golden Crappies Award Show to their global audience. While the Watch What Crappens crew has been asking fans to vote on these awards since 2018, they began streaming the event in 2021 to reach more of their audience. After three years of streaming, they sought a more scalable solution and turned to Kiswe to elevate their direct-to-consumer distribution strategy.



## About Partner

Watch What Crappens is a comedy podcast that recaps and satirizes reality TV, especially Bravo shows like The Real Housewives and Below Deck. Hosted by Ben Mandelker and Ronnie Karam, it has built a loyal fanbase with sharp humor, impersonations, and deep reality TV knowledge. The podcast has expanded into sold-out live shows and the annual Golden Crappies Awards, a fan-voted celebration of reality TV's most memorable moments. Through comedy and commentary, it has cultivated a dedicated community that embraces the brilliance and absurdity of unscripted television.



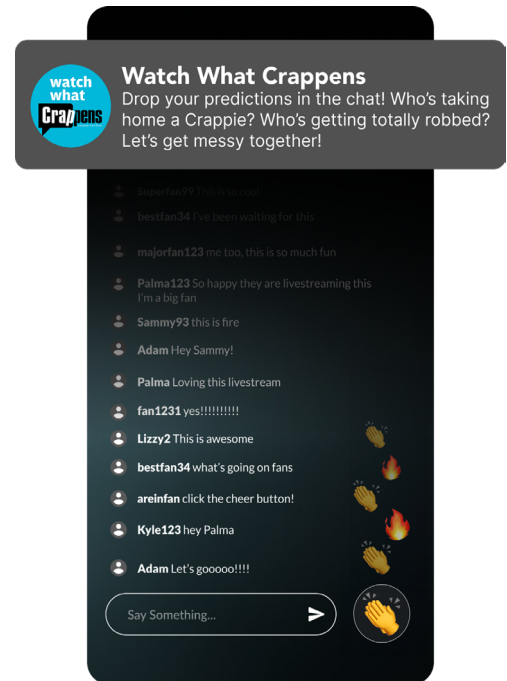


## Partner Goals

With a global audience of over 3 million monthly podcast listeners and over 250K social media followers, the team at Watch What Crappens were looking for new ways to engage their audience and drive additional revenue from their Gold Crappies Awards Show. This event has become so popular among their fan community that tickets to the in-person event sell out quickly. This often leads to disappointed local fans and excludes their wider audience from being able to watch the event live.

After livestreaming the previous three events with another partner, the Watch What Crappens team turned to Kiswe to deliver on the following goals:

- **A Branded Viewing Experience:** Create a branded destination that would feel authentic to the Watch What Crappens brand and fan community.
- **Seamless Global Ticketing:** Allow global sales of both the live event and on-demand recording.
- **Interactive Fan Engagement:** Provide engaging interactive tools for their fan community to share their reactions to the event live.

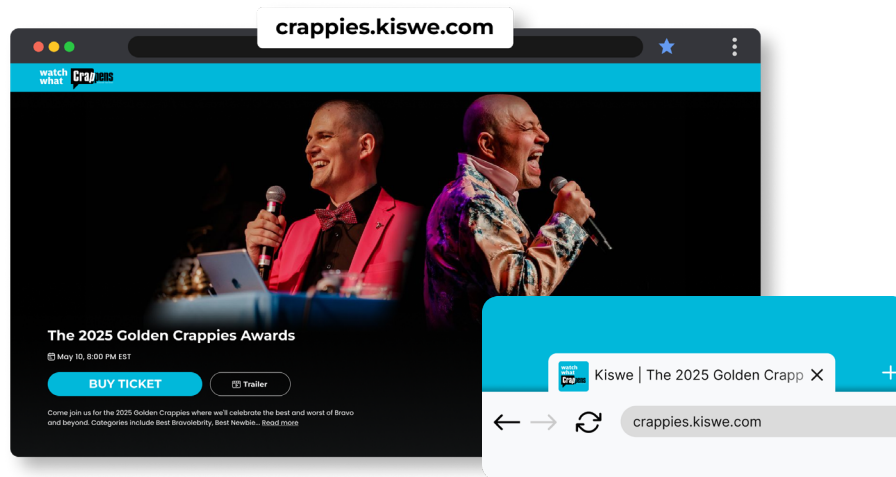


# Kiswe Solution

To ensure our partners achieved these goals, Kiswe delivered the following solution:



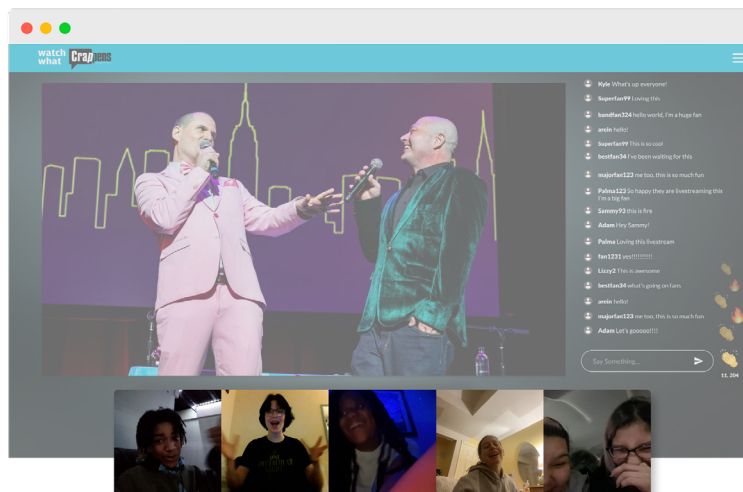
Built a fully branded landing page and streaming experience using branding elements, including imagery, colors, Favicon, and logos from Watch What Crappens all hosted on a custom URL.



Utilized our global ticketing system to facilitate the sale of livestream and on-demand tickets anywhere in the world. Kiswe's proprietary ticketing system automatically adjusts the price based on currency and seamlessly manages paying international taxes automatically.



Enabled all of Kiswe's fan interactive features including chat, cheer, polls, and fan reaction videos.





## Results



By partnering with Kiswe, the Watch What Crappens team was not only able to deliver a flawless streaming experience for their global audience, but also achieved a significant business result.



By providing their fans a branded destination to both buy tickets to and stream the event, the 2025 Golden Crappies generated a **60% increase in total revenue** from the previous year's livestream.



By utilizing Kiswe's global ticketing system, **fans were able to buy tickets and stream from over 33 countries** including the United States, Canada, United Kingdom, Switzerland, and South Africa.



Kiswe's industry leading fan engagement features led to over **21% of all live viewers interacting with both the Watch What Crappens team and with each other live.**



Working with Kiswe was a breeze. They were on top of all the logistics, and when it came to showtime, we were able to focus on what we needed to do for the live audience and not worry about the cameras and the streaming and the tech stuff.



**Ronnie Karam**

Co-founder Watch What Crappens

Learn more at [kiswe.com/creators](https://kiswe.com/creators)