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## **UNIFYING UTAH SPORTS: THE EVOLUTION OF SEG+**

HOW KISWE BUILT A UNIFIED, MULTI-SPORT  
DESTINATION FOR SMITH ENTERTAINMENT GROUP



## Introduction

In the modern sports landscape, fans are no longer satisfied with fragmented viewing experiences. In the process of transforming from a traditional sports organization into a digital-first media powerhouse, Smith Entertainment Group (SEG) partnered with **Kiswe** to revolutionize how local audiences engage with their favorite teams. What began as a bold move to reclaim local broadcasting rights for the **Utah Jazz** has evolved into **SEG+**, a first-of-its-kind, unified streaming destination that bridges the gap between the NBA and the NHL.



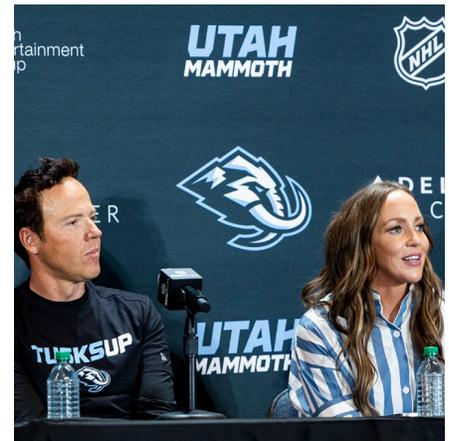
# A Three-Year Journey of Innovation

The partnership between Kiswe and SEG has been defined by ambitious development projects and a fan-first philosophy, hitting several major milestones over the last three years:

- **Year 1: Launching Jazz+ (2023):** Faced with the collapse of the traditional RSN model, the Utah Jazz partnered with Kiswe to launch **Jazz+**. Built in just months, the platform provided local fans with a direct-to-consumer (D2C) option to stream live games, behind-the-scenes content, and original VOD for the first time.



- **Year 2: The Birth of SEG+ (2024):** With the acquisition of Utah's first NHL franchise, the **Utah Mammoth** (formerly Utah Hockey Club), the challenge became finding a way to stream NBA and NHL games to all 3 million plus Utahns and others within the local broadcast footprint on one platform. Kiswe helped SEG launch **Mammoth+** and integrated it into **SEG+**, a centralized streaming platform unified under a single user ID.



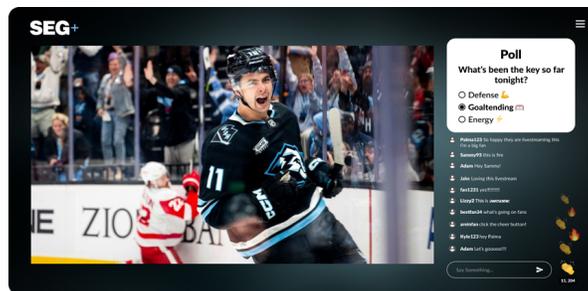
- **Year 3: The Fan Experience (2025):** The latest phase focuses on adding value to the fan experience, by improving mobile app usability with the launch of an SDK, upgrading the innovative MultiView viewing for all overlapping Jazz and Mammoth games, and automated multi-language captions.



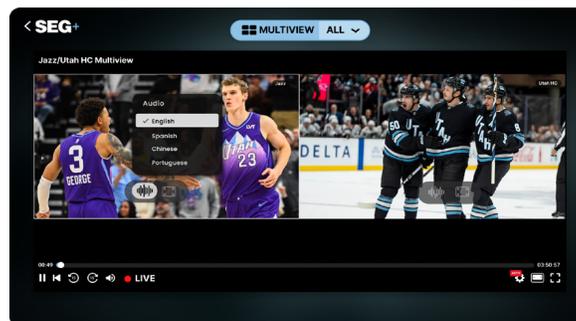
# Strategic Features & Partner Attentiveness

At the heart of this success is consistent collaboration between the SEG team and Kiswe, resulting in a number of important product developments over the life of the partnership:

- **Unified Customer ID:** A critical technical hurdle, this feature allows fans to purchase and access both Jazz and Mammoth content with one login, simplifying the user journey and increasing cross-sport engagement.
- **Interactive Fan Engagement:** To connect the digital audience more deeply with their teams, Kiswe integrated chat and cheer functionality, live polls, and allowed the SEG team to upload exclusive behind-the-scenes content.



- **Advanced Viewing Options:** To provide a more tailored viewing experience for all fans, Kiswe was able to bring SEG's vision for a proprietary MultiView format to life, allowing fans watch live Jazz and Mammoth games side-by-side in a single view, launched DVR capabilities to pause, rewind, and catch up on live action, and enabled viewers to turn on captions in their preferred language.



- **Additional Revenue Generation:** Kiswe developed SCTE insertion tools to empower the SEG team to manage their own Dynamic Ad Insertion (DAI) program and also created unique placements for their platform-wide sponsorship with Balance of Nature.



## Unprecedented Results

The close collaboration between Kiswe and SEG not only expanded the availability of Jazz and Mammoth games to fans across Utah, but also led to impressive business results for the teams as well:

### Growth & Reach

- ✓ **Over 40% Subscriber Growth:** The SEG+ platform has seen a subscriber growth rate of over **40%** in the last two years across all packages.
- ✓ **Mammoth+ Momentum:** The hockey-specific service, Mammoth+, saw a staggering **75% growth** in subscribers between Year 1 and Year 2.
- ✓ **Rising Viewership:** The platform has achieved an average **YoY growth of 43%** in live game viewers.

### Engagement & Revenue

- ✓ **Massive Content Consumption:** Over three years, Kiswe powered **459 live games**, totaling over **2.6M live hours watched** and **270K+ hours** of on-demand content.
- ✓ **Incremental Revenue Growth:** As a result of increased viewership and by utilizing a collaborative sales approach, SEG is projected to achieve a **YoY growth of 215%** in digital ads revenue by the end of the 2025-26 season, while also locking in a three year contract with a presenting sponsor.



## The Power of Local D2C

The success of SEG+ provides a blueprint for other sports organizations on how to move beyond the limitations of the traditional RSN model to reclaim their broadcast rights and expand local access. By owning the digital relationship, teams can connect more deeply with their community while driving sustainable, incremental revenue. This direct connection is not just a technological upgrade, it is a robust strategy for securing a team's long-term digital future.



Our partnership with Kiswe has been fundamental to the evolution of our digital fan experience, moving from the successful launch of Jazz+ to the expansive SEG+ platform. By integrating the Utah Jazz and Utah Mammoth into a unified ecosystem, we've made it easier than ever for fans to engage with their favorite teams. Kiswe's cutting-edge technology has allowed us to deliver a world-class streaming solution for our local fans, while continuing to drive growth for our teams.

**Caroline Carr**

Director of Streaming, Utah Jazz & Utah Mammoth



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