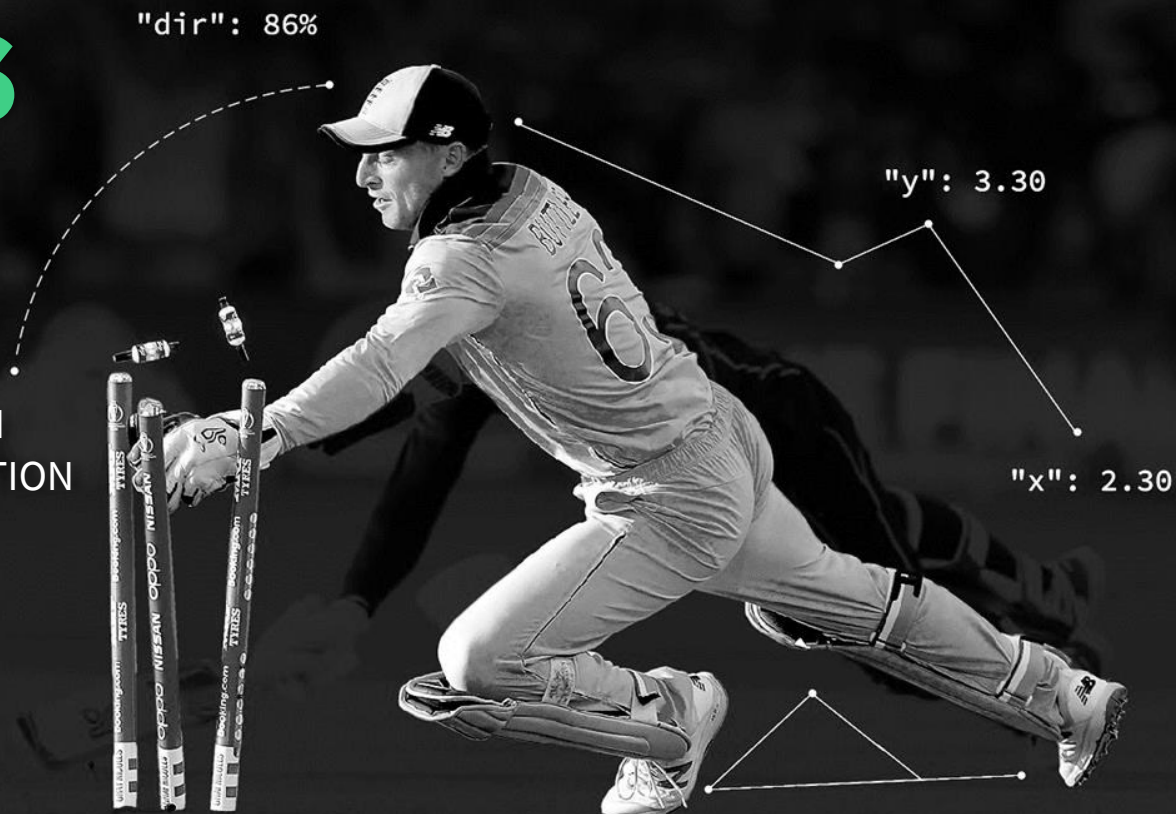


Make live streaming  
cricket a breeze.



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- 2 BENEFITS OF FROGBOX
- 3 WHAT OUR CUSTOMERS SAY
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# WHAT IS FROGBOX?

1



# WHAT IS FROGBOX?

FrogBox is a leading live streaming product that makes broadcasting live cricket a breeze.

Capture and live stream all of your matches with data, whilst the system automatically tags all your highlights for viewing at any time.

We've been working with the ECB and other leading bodies around the world to re-imagine the match day experience for clubs, associations and leagues.

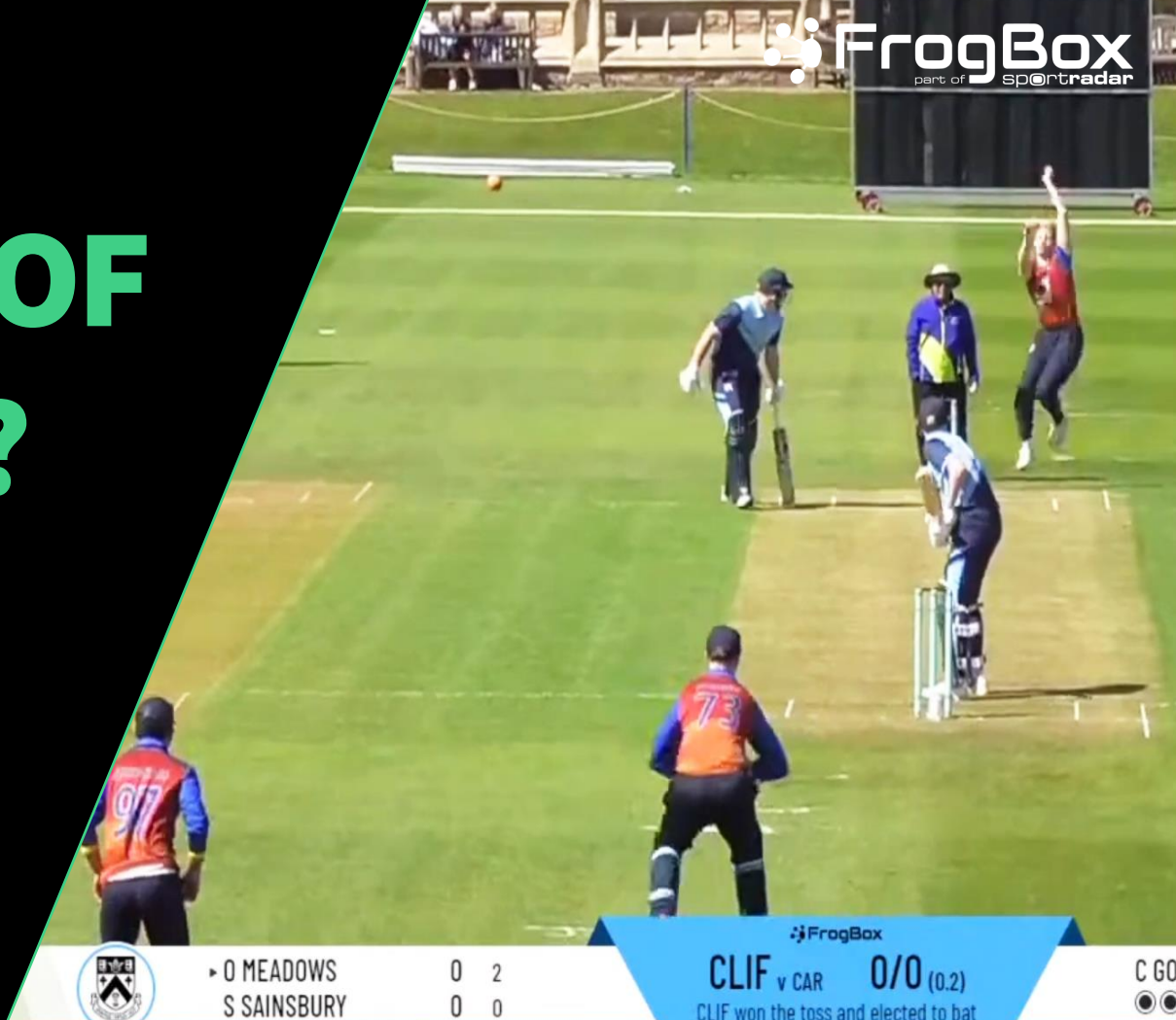




# BENEFITS OF FROGBOX?

2

FrogBox  
part of sportradar



# BENEFITS OF FROGBOX?



Capture amazing moments and memories, sometimes viral!

Match day WhatsApp support group with our friendly staff

Mobile solution that can be taken anywhere (4G signal dependent)

Raises profile of club and league

Commercial and sponsorship opportunities with worldwide reach

Increased engagement from community and members

Access to footage and highlights for coaching and self-reflection

Increased exposure for players – talent identification

# BENEFITS OF FROGBOX?



Click the image to check out the best moments from the 2022 season!



# WHAT OUR CUSTOMERS SAY

3







# WHAT OUR CUSTOMERS SAY

## 2022 Customer Survey Results



**83%** of respondents rated the match day support experience excellent or great



**89%** said that FrogBox streaming had made a great or excellent impact on their club



**88%** had an overall positive experience with FrogBox



**95%** would recommend FrogBox to another club

# WHAT OUR CUSTOMERS SAY



## BENFLEET CC

"FrogBox has been fantastic for us to increase engagement around the matchday, generate good (and often funny) discussions around the club. The support guys are absolutely fantastic, really good help and one of the main reasons it is so easy to work with. Lilypad makes life easy for highlight packages, a real bonus. A fantastic innovation for us, can't wait to get better next year!"

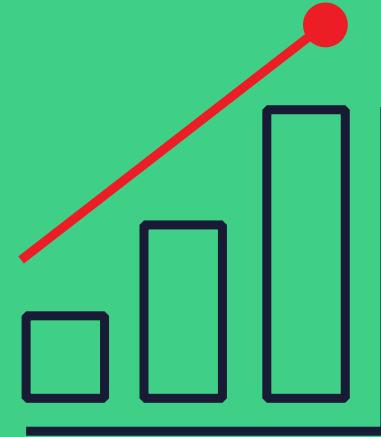
## NEW ROMNEY & LITTLESTONE CC

"Excellent tool and invaluable for the club and supporters. It has generated interest from the community and subsequently engaged the younger generation. Keep up the good work."



# 2022 SEASON METRICS

4



# 2022 SEASON METRICS



Over **300** FrogBox  
customers in the  
UK including  
clubs, schools and  
county boards



**5000** live streams  
across **180**  
competitions



**237,000** highlights  
captured

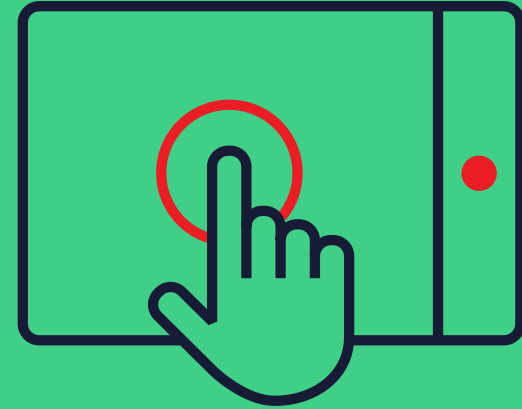


FrogBox  
customers up by  
**188%** since 2021



# PLAY-CRICKET INTEGRATION

5



# PLAY-CRICKET INTEGRATION

## SET UP



## SCORE



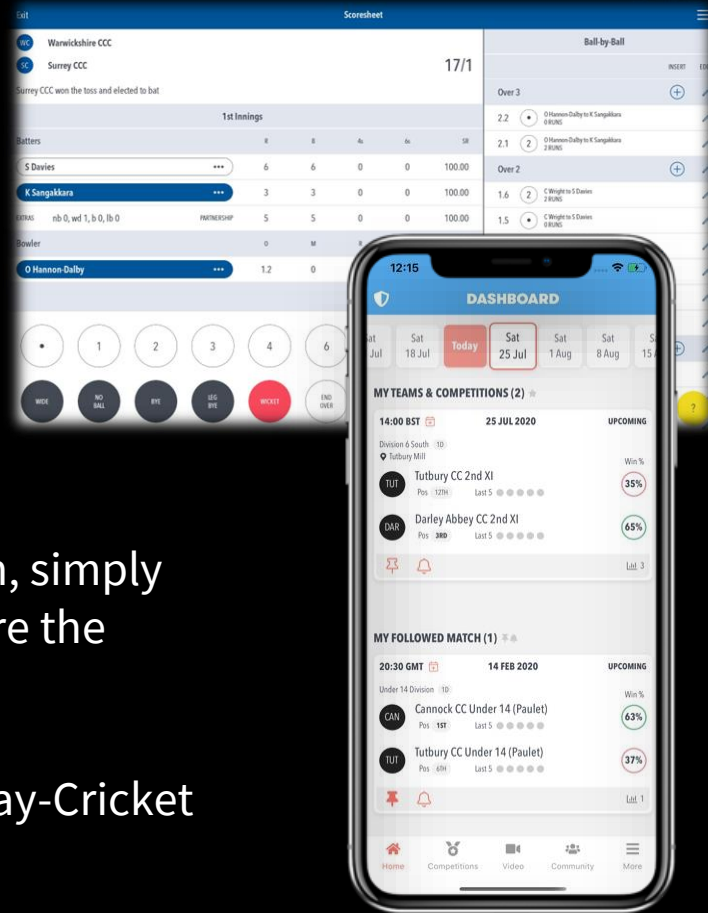
## WATCH



FrogBox is the only streaming solution that integrates with Play-Cricket Scorer & Play-Cricket Live


Completely integrated with ECB's Play-Cricket platform, simply set up your portable FrogBox kit on match day and score the match using Play-Cricket Scorer.


Your fans from anywhere in the world can tune in on Play-Cricket Live either in real-time or at a later date.





# PLAY-CRICKET INTEGRATION

THAMES VALLEY CRICKET LEAGUE | Division 1



03 SEPTEMBER 2022 @ 12:30 |  Stoke Green CC

  
Stoke Green CC  
Saturday 1st XI  
**159** / 5 (26.5)  
Revised Target: 154 from 50.0 overs


  
**IN PROGRESS**

  
Henley CC  
2nd XI  
**155** / All out (39.5)  
Won the toss and elected to bat

POINTS BREAKDOWN >

SHARE  

MATCH STREAM SCORECARD BALL BY BALL STATISTICS VIDEOS




PLAY-  
CRICKET  
COM


SBCC v Hen 71/3 (20)  
Target: 154 (Overs 42.0)


J ODELL 30 48  
J ALI 8 14


D FARLAND 2-19 4

THAMES VALLEY CRICKET LEAGUE | Division 1



03 SEPTEMBER 2022 @ 12:30 |  Stoke Green CC

  
Stoke Green CC  
Saturday 1st XI  
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POINTS BREAKDOWN >


SHARE  


MATCH STREAM SCORECARD BALL BY BALL STATISTICS VIDEOS


Stoke Green CC Saturday 1st XI			Henley CC 2nd XI				
BATTER			RUNS	BALLS	4's	6's	SR
J Odell			68	81	6	1	83.95
G Singh		c/b D Farland	6	4	0	1	150.00
S Singh		c/b D Farland	6	8	0	1	75.00
S Sainain		c/b D Farland	8	14	1	0	57.14
J Ali		c/b L Tumball	10	19	1	0	52.63
P Bhadru		b C Hunt	22	25	0	2	88.00
K Abassi			23	16	2	2	143.75
S Dhillon							0.00
Z Butt							0.00

THAMES VALLEY CRICKET LEAGUE | Division 1



03 SEPTEMBER 2022 @ 12:30 |  Stoke Green CC

  
Stoke Green CC  
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**159** / 5 (26.5)  
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POINTS BREAKDOWN >


SHARE  



MATCH STREAM SCORECARD BALL BY BALL STATISTICS VIDEOS



Stoke Green CC Saturday 1st XI



Henley CC 2nd XI



Filter by player... 



Filter by highlight type... 



  
G Singh hits 4 overland for 40 



  
Farland takes the wicket of G Singh 



  
D Farland delivers, S Gibson gets 4 

  
S Schrevers adds 6 more to the score 

  
OUT! D Farland gets 8 Schrevers 

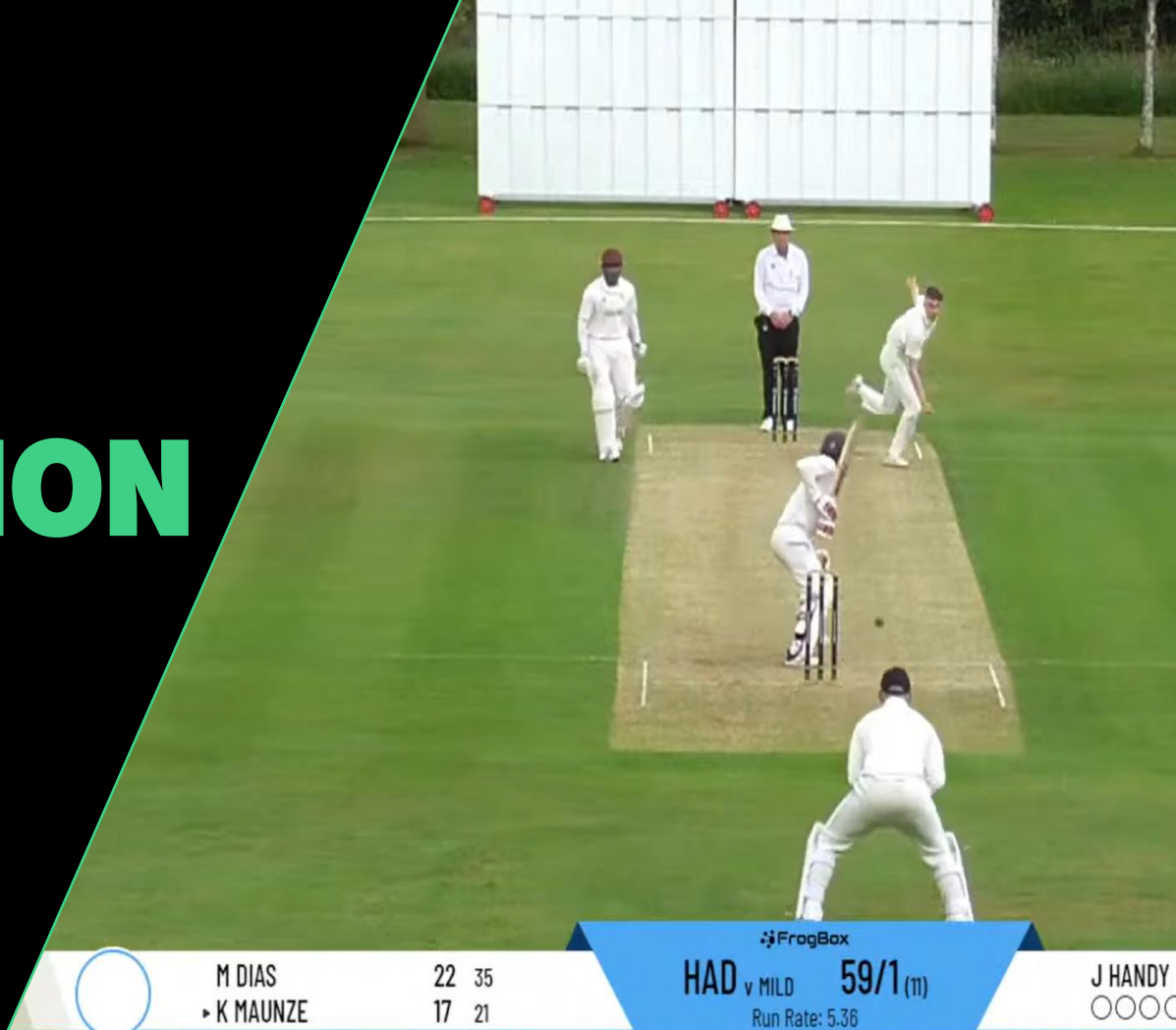
  
S Sainain adds 4 more to the score 

  
S Gibson plays 5 for 4 

  
D Farland takes the wicket of S Schrevers 

# LOGO & SPONSOR INTEGRATION

6



# LOGO & SPONSOR INTEGRATION

One of the most valuable features to FrogBox streaming is the ability to integrate your club's sponsor logos onto your stream. For more information on commercialising your FrogBox live stream with sponsorships click [here!](#)



Top right corner of stream



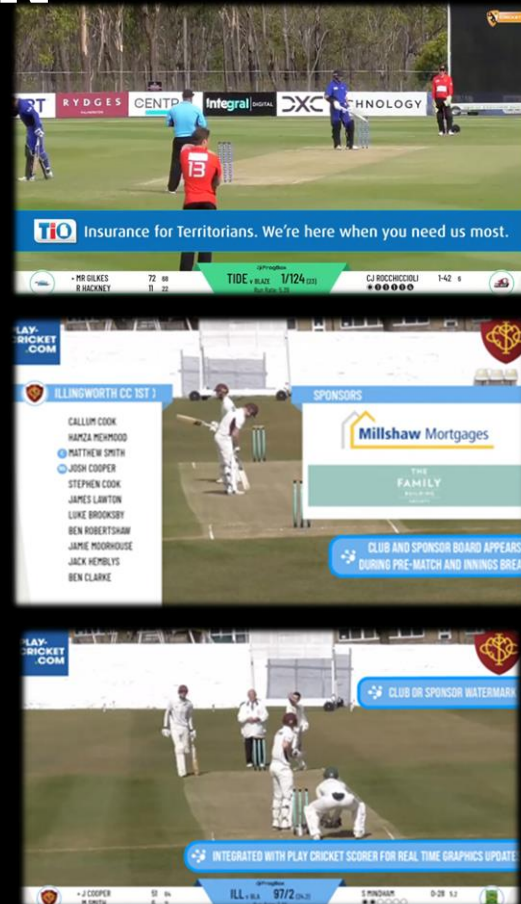
Bottom scorebar – home and away team logos



Sponsor boards during breaks in play



Popups after end of overs





# THE KIT – WHAT'S IN IT?

7



# THE KIT – WHAT'S IN IT?



- Panasonic Camera with exclusive wind noise reduction kit
- Remote Control pan & tilt head
- Automated Video Streaming Encoder (4G & Ethernet enabled)
- 4.3m camera mast, with carry bag and weight bags
- 20hr battery
- 7-inch LCD Video Viewer
- Secure, waterproof carry case
- Cables, chargers, spares included



**WATCH HOW EASY IT IS TO SETUP!**

# STREAMING PASS

8



# STREAMING PASS



Unlimited number of live streams for all teams at your club



Overlay live scores from Play-Cricket Scorer



Customise your club and sponsor images to appear on the stream



Automated graphic overlays



Highlights are automatically generated and clipped



Stream directly to your own YouTube channel



A dedicated Play-Cricket public match centre containing live stream, scores and highlights

# STREAMING PASS

PLAY-  
CRICKET  
COM

CLIFTON COLLEGE 1ST XI

CHARLIE ALLEN  
 SAM BROOKS  
 JOSEPH DAVIES  
 JACK GOODWIN  
 BEN KELLAWAY  
 OLLIE MEADOWS  
 JOE PHILLIPS  
 OLLIE RAYNER  
 SHAY SAINSBURY  
 HAMDI SALEEM  
 AHMED SYED  
 WILL WINDOWS

SPONSORS

CLIFTON COLLEGE

CLUB AND SPONSOR BOARD APPEARS DURING PRE-MATCH AND INNINGS BREAK

PLAY-  
CRICKET  
COM

HASLINGTON CC 1ST XI

28 AUG 2021 - 1ST INNINGS

JACK MORAN c: D Badrock b: B Snape 8 15  
 CHARLIE KEMP b: B Snape 0 2  
 M KENNERLEY-RYAN c: A Muhammad b: A Barber 20 46  
 JACK TAYLOR b: A Barber 17 39  
 STEPHEN DAVIES c&b: J Bashford 0 12  
 TOM GLEDHILL not out 0 10  
 BEN ISTEAD not out 0 0  
 DANIEL GOODIER  
 FREDDIE TAYLOR  
 BEN TWEMLow  
 UNDEFINED UNDEFINED

MATCH SUMMARY SCORECARD DURING BREAKS IN PLAY AND AFTER WICKETS

OVERS 19.1 50/5

PLAY-  
CRICKET  
COM

CLIFTON COLLEGE 1ST XI VS CARDIFF METRO...

THE CLOSE, CLIFTON COLLEGE, 22 APR 2021 - MATCH SUMMARY

CLIFTON COLLEGE 1ST XI 20 OVERS 212/4  
 BEN KELLAWAY 91 51 IDRIS OTTOM IAN 1-19 2  
 JOE PHILLIPS 47 24 JAMES NEWMAN 1-22 2  
 SHAY SAINSBURY 46 23 ABRAHAM KOPPRAMABIL 1-28 4  
 AHMED SYED 9 9 ALEX HINCKLEY 1-38 4

CARDIFF METROPOLITAN UNIVERSITY 20 OVERS 128/8  
 CAMBELL GOLDING 31 28 HAMDI SALEEM 3-24 4  
 NOAH COOPER 30 28 JOSEPH DAVIES 2-28 4  
 ALEX HINCKLEY 20 18 OLLIE RAYNER 1-12 3  
 ABRAHAM KOPPRAMABIL 16 18 CHARLIE ALLEN 1-14 3

CLIFTON COLLEGE



# LILYPAD

9



# LILYPAD – CRICKET ARCHIVE

Lilypad, our newest fan engagement tool that gives you the power to easily select your favourite moments from a FrogBox match, compile them into playlists, and share them with your club and community!



Increase visibility of your club and partners leveraging social networks



Create playlists and share to social media platforms



Enable player development



Create playlists of entire batting innings & bowling spells for coaching purposes



Leverage for talent identification



# PRICING

10



# PRICING



One off kit purchase:

£1,150\*



Streaming pass fee:

£250 per year

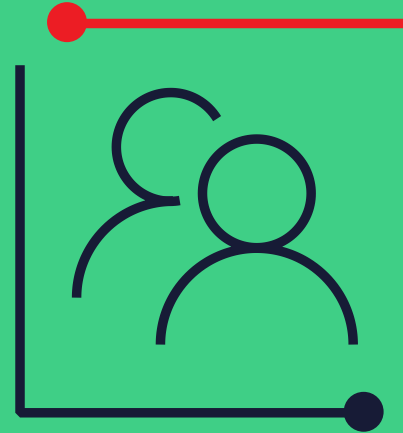
ALL PRICING IS INCLUSIVE OF VAT & SHIPPING

\*4G SIM CARDS ARE NOT INCLUDED



# CASE STUDY

11





# CASE STUDY

Club: Illingworth St Mary's Cricket Club

Number of senior teams: 3

League(s): Halifax Cricket League

Interviewee: Luke Brooksby,  
Winner of the ECB's Grassroots Cricket  
Award: "Cricket Innovator"



## What is the best feature of FrogBox?

*"The integrated graphics that link up with the Play-Cricket scorecard has been brilliant. It means that anyone tuning into the game at any time, whether they dip in and out, means that they can catch up and see where the state of the game is."*

## How is the FrogBox kit setup Process?

*"The setup guides provided by FrogBox have been excellent. They've got pictures on, they've got step by step processes, there's video's on the website that have helped us as well and it's been a really useful source for when training other people up to use the FrogBox and set it up"*

# CASE STUDY

How has FrogBox helped commercialise and raise the profile of the club?

*“We’ve had some clips that have gone **viral**, which has been really helpful - this has **attracted additional sponsors** to the club. We’ve got sponsors that are linked up with the digital sponsor element for this year, and we also have a company who has **paid** for an advertising hoarding to go in the background next to the site screen. But also the kit sponsors for this season, part of their package was that they would get their logo displayed on the FrogBox vision – It has helped **raise a lot of money** for the club.”*



How would you describe the FrogBox match day support

*“It’s been absolutely fantastic. I think the ability to have that one to one WhatsApp chat with an expert from FrogBox puts your mind at ease, so that if anything is to go wrong it can get sorted straight away. Someone is always there looking out for you.”*

# THANK YOU

1

## WEBSITE

<https://www.frogbox.live>

2

## SUPPORT

<https://frogbox.freshdesk.com>

3

## LILYPAD

(contact support for access or demo)

Chris Watling

Sales Manager (Cricket), Sports Solutions

[c.watling@sportradar.com](mailto:c.watling@sportradar.com)

+44 (0) 7467 863 051

"dir": 86%

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