



Make live streaming cricket
a breeze.

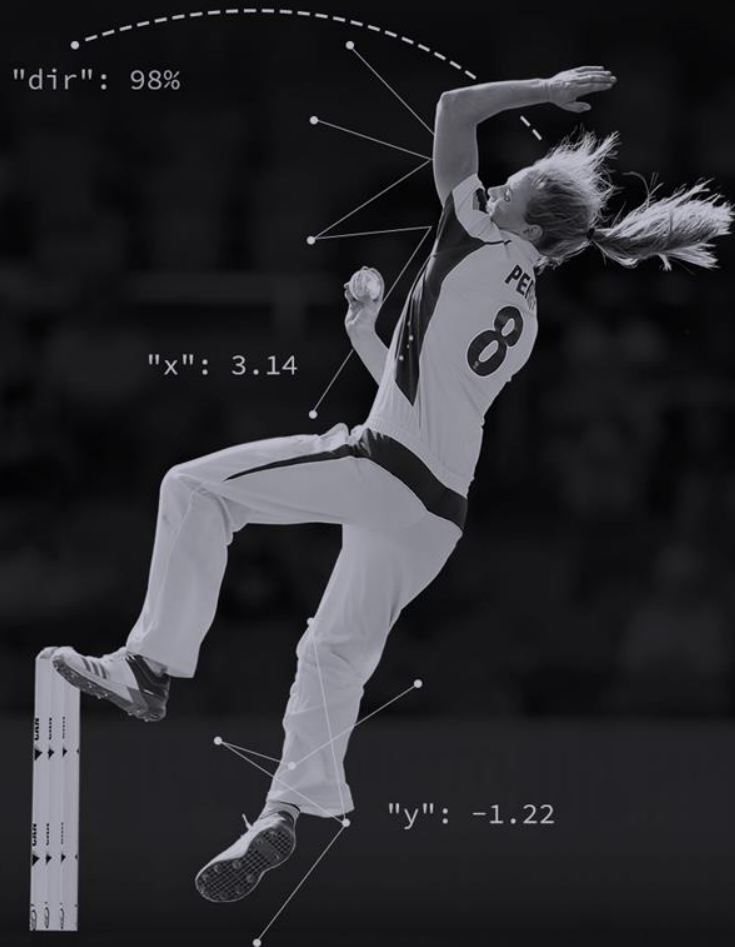


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"dir": 78%

"y": 3.48

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 Cricket Australia and other leading bodies around the world to re-imagine the match day experience for clubs, associations and leagues.



BENEFITS OF FROGBOX?

2



BENEFITS OF FROGBOX?



Capture amazing moment 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 some of
the best moments from the
2021/2022 season!

WHAT OUR CUSTOMERS SAY

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WHAT OUR CUSTOMERS SAY

2022/2023 Customer Survey Results



88% had a positive experience with FrogBox



98% of respondents would recommend FrogBox to another club



91% agreed FrogBox is a valuable investment for their club



91% of respondents would stream with FrogBox again next season

WHAT OUR CUSTOMERS SAY



Coromandel Ramblers CC

“FrogBox has allowed our club to engage with the community like never before. Highlight packages provide fantastic content for social media and a new platform for sponsorship revenue.”

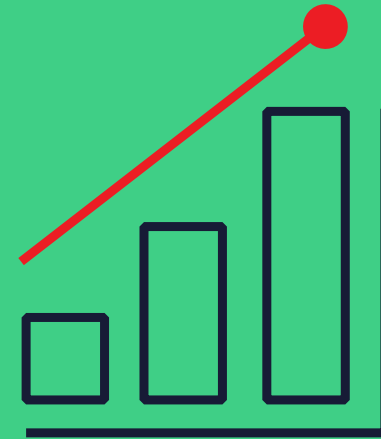
Ballarat Cricket Association

“As an Association, we enjoy the ability to go to different venues and record different matches. Simply put it has increased exposure and ability to promote our game. All positives!”



2022/2023 METRICS

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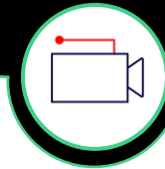
2022/2023 SEASON METRICS



600 FrogBox customers in Aus including clubs, schools and associations



11,245 total live streams, up from 8,129 in 20/21.



FrogBox streams captured **404.8k** highlights

SCORING APP INTEGRATION

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SCORING APP INTEGRATION



FrogBox integrates with Play Cricket & PlayHQ e-scoring



Simply set up your portable FrogBox kit on match day and score the match using PlayHQ.



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



LOGO & SPONSOR INTEGRATION

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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

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STREAMING PASS



Unlimited number of live streams for all teams at your club



Overlay live scores from My Cricket Live Score & PlayHQ e-scoring



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 public match centre containing live stream, scores and highlights

STREAMING PASS





COLAC

CULLAN SPENCE

 SAM MULGREW

ANDREW CHAMBERS

 WILL RUDELL

EAMON SPENCE

SHAUN DRAYTON

LIAM CUNNINGHAM

JETT PRICE

FRASER HOLT

ANGUS PERMEZEL

JACK GIBSON

NED HOLLAND

SPONSORS



COLAC

Herald

NEWSPAPER, PRINT & DIGITAL



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

BONEO VS MAIN RIDGE

BONEO RESERVE, 06 DEC 2022 — BONEO WON

MAIN RIDGE 20 OVERS **7/114**

HARRY NUNN	32	26	THOMAS PEET	3-12	4
BADEN ALBRESS	25	22	MITCHELL SMITH	2-16	3
CHARLIE BANKS	19	31			
TAYLOR HARRISON	12	15			

BONEO 16.5 OVERS **3/116**

TRENT WATSON	37	42	THOMAS CHAMBERS	2-19	3
DILASRI LOKUBANDARA	29	25	CHARLIE BANKS	1-11	2
CHRISTOPHER JOBLING	17	12			
JACK BEALE	14	18			

belle
PROPERTY




APOLLO BAY

CMTP OVAL, 11 DEC 2022 — 1ST INNINGS

TYSON HOLT	c: J Price b: J Gibson	16	18
ISAAC NOSEDA	c: E Spence b: W Ruddell	36	15
BILLEY BERNET	not out	19	28
DARREN GILL	c: E Spence b: J Price	8	11
STUART CARTER			
ZACHARY CLISSOLD			
DYLAN MURNANE			
ETHAN SCHRODER			
SAM CADDY			

**MATCH SUMMARY SCORECARD DURING
BREAKS IN PLAY AND AFTER WICKETS**

EXTRAS 9 (2.0 RNS)

OVERS 15.2 **3/88**

LILYPAD

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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 playlist of entire batting innings & bowling spells for coaching purposes



Leverage for talent identification



PRICING

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PRICING



One off kit purchase:

\$2,400*



Streaming pass fee:

\$500 for the 1st year, \$900 2nd year onwards

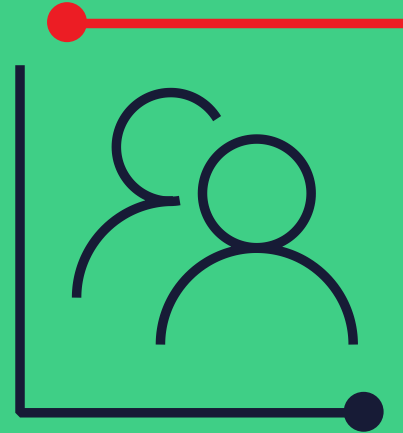
ALL PRICING IS INCLUSIVE OF GST & SHIPPING

*4G SIM CARDS ARE NOT INCLUDED



CASE STUDY

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CASE STUDY

Club: Greensborough Cricket Club

Number of teams: 3 senior, 6 junior

Association: North Metro Cricket Association

Diamond Valley Cricket Association



Why FrogBox?

- No previous knowledge or training around filming or livestreaming
- No specific knowledge around social media
- 3 senior teams, 6 junior teams.

- Wanted to re-engage with members Post Covid
- Re-engage with past-players and members that had moved from area
- Utilise for training purposes

CASE STUDY



Pre 2021/22 season:

- ~400 page followers
- Biggest post: 592 reach

Now:

- 797 page followers
- Biggest post: 3,108 reach
- Across the 12 months we have seen an increase of Facebook reach of 315%



Pre 2021/22 season:

- No presence
- No content
- Wasted resource

Now:

- 200 views per stream on average
- Weekly content
- Opportunity to increase followers and better utilise this resource

THANK YOU

1

WEBSITE

<https://www.frogbox.live>

2

SUPPORT

<https://frogbox.freshdesk.com>

3

LILYPAD

(contact support for access or demo)

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