



win2day ICE Hockey League

Streaming Report GD 01 - 45

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Streaming Report GD 01 - 45

KPI's streaming 2022/23 vs. 2023/24			
Date: 20240128	Season 22/23	Season 23/24	Differenz
Gamedays:	45	45	0
Total streams:	229	249	20
Total Viewers:	87.508	100.424	12.916
Season Tickets:	-	584	584
Ø Views / Game pay:	382	384	2
Ø Viewtime Pay:	2h 07min	2h 02min	-5 min
Pricing PPV Tickets	€ 7,53	€ 9,90	€ 2,37
PPV Revenues	€ 649.387	€ 769.646	€ 120.259
Season Tickets Revenues	€ 0	€ 136.816	€ 136.816
Total Revenues	€ 649.387	€ 906.462	€ 257.075
Refunds:	€ 14.495	€ 26.233	€ 11.738

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Streaming Report GD 01 - 45



Date: 20240128	Season 22/23	Season 23/24
Gamedays:	45	45
Timeframe:	16.9.22 - 29.1.23	15.9.23 - 28.1.24
Total Games:	264	268
Total streams:	229	249
Puls 24 Live:	20	19
∅ Viewtime Pay:	2h 07min	2h 02min
∅ Viewtime Free:	1h 35min	1h 15min

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Streaming Report GD 01 - 45

Viewers | PPV Tickets | Season Tickets | Refunds

Season		Season 22/23	Season 23/24	Difference	
Total Viewers:		87.508	100.424	12.916	
thereof PPV Tickets:		86.240	77.742	-8.498	
Season Tickets 249 €:		-	11.563	11.563	
Season Tickets+ 199 €:		-	3.953	3.953	
Free games User		1.234	7.133	5.899	
Total streams (inkl. free):		229	249	20	
Ø Views / Game pay:		382	384	2	
Ø Views / Game inkl. free:		382	403	21	
Refunds Full:		689	1.752	1.063	
Refunds Partially:		3.708	2.195	-1.513	
Refunds Total:		4.397	3.947	-450	
Top-Viewers:	KAC vs. VSV (26.10.)	2.422	1.192	-1.230	9.1. HCI vs. KAC
Min-Viewers:	HKO vs. HCB (16.10.)	47	70	23	30.12. HKO vs. ASH
Top Free streaming ICE:	RBS vs. HCI (17.1.)	744	1.430	686	28.11. RBS vs. AVS

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Streaming Report GD 01 - 45



Free streaming P24/Joyn:	Game	Viewers	Ø Viewtime
	03.10. RBS vs. PUS	4.788	17 min
	01.11. RBS vs. HCI	4.506	18 min
	28.11. RBS vs. AVS	1.906	17 min
	28.12. RBS vs. HKO	3.638	7 min
	03.01. RBS vs. BWL	5.736	19 min
	09.01. RBS vs. ASH	2.583	19 min
		23.157	16 min
	Ø	3.860	16 min

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OVERVIEW SEASON TICKETS REVENUES						
CLUB	249 EUR	199 EUR	Total	249 €	199 €	Revenues
ASH	9	2	11	€ 2.241	€ 398	€ 2.639
AVS	17	5	22	€ 4.233	€ 995	€ 5.228
BWL	27	6	33	€ 6.723	€ 1.194	€ 7.917
G99	6	0	6	€ 1.494	€ 0	€ 1.494
HCB	42	6	48	€ 10.458	€ 1.194	€ 11.652
HCI	39	1	40	€ 9.711	€ 199	€ 9.910
HKO	2	0	2	€ 498	€ 0	€ 498
KAC	92	57	149	€ 22.908	€ 11.343	€ 34.251
PIV	10	4	14	€ 2.490	€ 796	€ 3.286
PUS	34	17	51	€ 8.466	€ 3.383	€ 11.849
RBS	15	0	15	€ 3.735	€ 0	€ 3.735
VIC	22	10	32	€ 5.478	€ 1.990	€ 7.468
VSV	97	64	161	€ 24.153	€ 12.736	€ 36.889
Total	412	172	584	€ 102.588	€ 34.228	€ 136.816

Ø Nutzung	28	23
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Streaming Report GD 01 - 45

Refunds:

Home	Guest	Date	PPV Tickets	249 €	€ 199	Total	PPV Price	PartiallyRefunded	FullyRefunded	Refunds	Schaden Brutto	Schaden Netto		
HCI	PIV	30.12.2023	249	36	5	290	€ 9,90	249	0	SL	1/3	€ 813,48	€ 677,90	
PUS	PIV	26.12.2023	173	32	12	217	€ 9,90	169	4	Club	1/3	€ 591,72	€ 493,10	
HKO	BWL	11.10.2023	171	19	4	194	€ 9,90	0	171	SL		€ 1.692,90	€ 1.410,75	
PIV	VIC	26.09.2023	241	26	13	280	€ 9,90	0	241	SL		€ 2.385,90	€ 1.988,25	
VIC	VSV	24.09.2023	765	97	48	910	€ 9,90	764	1	Club	2/3 Dr.	€ 5.001,88	€ 4.168,23	
VSV	HCI	22.09.2023	719	98	32	849	€ 9,90	716	3	Club	1/3	€ 2.368,87	€ 1.974,06	
VSV	HCB	19.09.2023	662	94	28	784	€ 9,90	0	662	Club		€ 6.553,80	€ 5.461,50	
HCI	HCB	15.09.2023	371	42	4	417	€ 9,90	0	371	SL		€ 3.672,90	€ 3.060,75	
HKO	BWL	15.09.2023	219	16	0	235	€ 9,90	0	219	SL		€ 2.168,10	€ 1.806,75	
G99	VIC	15.09.2023	301	17	0	318	€ 9,90	301	0	SL & Club	1/3	€ 983,37	€ 819,47	
											26.232,92 €	€ 21.860,77		
2022/2023							€ 7,53	3.708	689				€ 14.495,25	€ 12.079,38
								€ 9.307,08	€ 5.188,17					

SL	€ 10.733,28	€ 8.944,40
Club	€ 14.516,27	€ 12.096,89
SL & Club	€ 983,37	€ 819,47
	€ 26.232,92	€ 21.860,77

Abos Ges	€ 136.816,00	€ 114.013,33
Tickets Ges.	€ 769.645,80	€ 641.371,50
Umsatz Ges.	€ 906.461,80	€ 755.384,83
Refunds	€ 26.232,92	€ 21.860,77
Umsatz - Ref.	€ 880.228,88	€ 733.524,07

€ 7,53	Tickets 22/23	€ 649.387,20	€ 541.156,00
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€ 9,90	Tickets 22/23	€ 853.776,00	€ 711.480,00
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Overview per Team for Home Games | Revenues without Pot Split and Subscribers | Total Revenues incl. Subscription

Anz	Club	Single Tickets	Single Codes	Season 249	Season 199	Total	Ø per game	Price	Ø Watchtime	Rev Brutto	abzgl. Prov	Rev Netto
19	KAC	11.189	0	1.732	581	13.502	711	€ 9,90	2h 10min	€ 110.771,10	€ 80.862,90	€ 67.385,75
18	VSV	9.575	0	1.675	768	12.018	668	€ 9,90	2h 11min	€ 94.792,50	€ 69.198,53	€ 57.665,44
21	HCB	8.232	0	1.153	277	9.662	460	€ 9,90	1h 58min	€ 81.496,80	€ 59.492,66	€ 49.577,22
19	PUS	6.123	0	997	369	7.489	394	€ 9,90	2h 07min	€ 60.617,70	€ 44.250,92	€ 36.875,77
22	AVS	5.930	0	903	343	7.176	326	€ 9,90	2h 06min	€ 58.707,00	€ 42.856,11	€ 35.713,43
17	HCI	5.771	0	888	192	6.851	403	€ 9,90	1h 58min	€ 57.132,90	€ 41.707,02	€ 34.755,85
21	PIV	5.610	0	723	331	6.664	317	€ 9,90	2h 6min	€ 55.539,00	€ 40.543,47	€ 33.786,23
20	VIC	5.570	0	745	196	6.511	326	€ 9,90	2h 05min	€ 55.143,00	€ 40.254,39	€ 33.545,33
16	BWL	4.426	32	542	116	5.116	320	€ 9,90	2h 04min	€ 43.817,40	€ 31.986,70	€ 26.655,59
17	G99	4.390	0	478	159	5.027	296	€ 9,90	2h 8min	€ 43.461,00	€ 31.726,53	€ 26.438,78
21	ASH	4.267	0	666	219	5.152	245	€ 9,90	2h 6min	€ 42.243,30	€ 30.837,61	€ 25.698,01
21	HKO	3.925	0	626	275	4.826	230	€ 9,90	2h 04min	€ 38.857,50	€ 28.365,98	€ 23.638,31
17	RBS	2.734	1	435	127	10.430	300	€ 9,90	1h 32min	€ 27.066,60	€ 19.758,62	€ 16.465,52
249		77.742	33	11.563	3.953	100.424	384	€ 9,90	2h 2min	€ 769.645,80	€ 561.841,43	€ 468.201,20
Subscription Revenues										€ 136.816,00	€ 99.875,68	€ 83.229,73
Total Revenues										€ 906.461,80	€ 661.717,11	€ 551.430,93

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SEASON PROJECTION Overview per Team for Home Games Revenues without Pot Split Total incl. Subscription Revenues												
Anz	Club	Single Tickets	Single Codes	Season 249	Season 199	Total	Ø per game	Price	Ø Watchtime	Rev Brutto	abzgl. Prov	Rev Netto
21	KAC	11.189	0	1.732	581	13.502	643	€ 9,90	2h 10min	€ 133.669,80	€ 97.578,95	€ 81.315,80
21	VSV	9.575	0	1.675	768	12.018	572	€ 9,90	2h 11min	€ 118.978,20	€ 86.854,09	€ 72.378,41
24	HCB	8.232	0	1.153	277	9.662	403	€ 9,90	1h 58min	€ 95.653,80	€ 69.827,27	€ 58.189,40
23	PUS	6.123	0	997	369	7.489	326	€ 9,90	2h 07min	€ 74.141,10	€ 54.123,00	€ 45.102,50
24	AVS	5.930	0	903	343	7.176	299	€ 9,90	2h 06min	€ 71.042,40	€ 51.860,95	€ 43.217,46
21	HCI	5.771	0	888	192	6.851	326	€ 9,90	1h 58min	€ 67.824,90	€ 49.512,18	€ 41.260,15
24	PIV	5.610	0	723	331	6.664	278	€ 9,90	2h 6min	€ 65.973,60	€ 48.160,73	€ 40.133,94
22	VIC	5.570	0	745	196	6.511	296	€ 9,90	2h 05min	€ 64.458,90	€ 47.055,00	€ 39.212,50
19	BWL	4.426	32	542	116	5.116	269	€ 9,90	2h 04min	€ 50.648,40	€ 36.973,33	€ 30.811,11
20	G99	4.390	0	478	159	5.027	251	€ 9,90	2h 8min	€ 49.767,30	€ 36.330,13	€ 30.275,11
24	ASH	4.267	0	666	219	5.152	215	€ 9,90	2h 6min	€ 51.004,80	€ 37.233,50	€ 31.027,92
24	HKO	3.925	0	626	275	4.826	201	€ 9,90	2h 04min	€ 47.777,40	€ 34.877,50	€ 29.064,59
19	RBS	2.734	1	435	127	10.430	300	€ 9,90	1h 32min	€ 56.378,70	€ 41.156,45	€ 34.297,04
286		77.742	33	11.563	3.953	100.424	337	€ 9,90	2h 2min	€ 947.319,30	€ 691.543,09	€ 576.285,91
Subscription Revenues										€ 136.816,00	€ 99.875,68	€ 83.229,73
Total Revenues										€ 1.084.135,30	€ 791.418,77	€ 659.515,64