

# FanCode and Google Cloud Collaborate to Transform the Live Sports Viewing Experience for Users Across South Asia

**Mumbai, India, Feb. 23, 2023** - [FanCode](#), India's premier digital sports destination, has partnered with Google Cloud to advance a new era of sports streaming and redefine the next generation fan experience.

Launched under Dream Sports in March 2019, FanCode has grown into a leading sports streaming and commerce platform serving fans across India with live and on-demand sports content. With business goals of enhancing the distribution of mainstream sports content at scale and forging deeper relationships with fans, FanCode is working with Google Cloud to build a data-driven approach towards fan engagement. This includes matching audiences with relevant sports, engaging them with content, and building a set of engagement flywheels that include content, merchandise, and commerce -- all personalized to the individual user.

"The media and entertainment industry is undergoing a huge disruption with the rise of direct-to-consumer models. Live sports streaming forms the cornerstone of digital viewing habits today and users have more choices than ever with multiple content formats and platforms to engage with. Beyond content, it's the technology experience that gives us the edge, and we are glad to partner with Google Cloud to build this for our users," said Yannick Colaco, Co-founder, FanCode.

Through Google Cloud's global infrastructure, delivery capabilities, industry-focused solutions and partnerships, FanCode successfully launched its biggest property, the India-West Indies bilateral cricket series, in record time. The end-to-end solution setup on Google Cloud—from ideation, to testing and production, to rollout—was successfully completed within weeks, and enabled FanCode to deliver a truly immersive experience to fans. FanCode is also exploring engaging sports enthusiasts across multiple digital touchpoints whilst they're online on YouTube, Search, and others. Google Cloud partners Skandha Media Services, Ateame and Conviiva played a key role in bringing its service live on FanCode's platform.

Looking ahead, FanCode and Google Cloud will continue to collaborate to enhance the user journey and make FanCode top of mind for users across South Asia.

Using Google Cloud's cutting-edge delivery capabilities with MediaCDN, which was born out of Google's own direct-to-consumer properties, will enable FanCode to efficiently and intelligently deliver streaming experiences to users wherever they are. In addition, FanCode is undergoing application modernization with Google Kubernetes Engine to deliver greater efficiencies in the process. Finally, with the ability to build a unified consumer data strategy using Google Cloud's data and analytics products, FanCode will also be able to test and scale new content formats and business models to strengthen its net promoter score (NPS) and maximize shareholder value.

"India's streaming video market is in a steep growth phase and is expected to more than double in size by 2027. I believe we have only scratched the surface when it comes to exploring investments in fast-emerging areas like immersive content, interactive experiences, and the convergence of media with other areas like commerce and gaming. We are excited to work with FanCode to take the viewing experience for sports fans to the next level," said Bikram Singh Bedi, Managing Director, Google Cloud India.

## About FanCode

FanCode is India's premier sports destination committed to giving fans a highly personalised experience across different sports in international and domestic competitions. Founded by sports industry veterans Yannick Colaco and Prasana Krishnan in March 2019, FanCode has over 50 million users. It has partnered with domestic and international sports leagues and associations across multiple sports. FanCode offers interactive live streaming in industry-first subscription formats with Match and Tour Passes, along with monthly and yearly subscriptions at affordable prices.

[Dream Sports](#), India's leading Sports Technology company, is the parent company of [FanCode](#), with brands such as [Dream11](#), [Dream Capital](#), and [DreamSetGo](#) in its portfolio.

**Get the FanCode App:** [iOS](#) | [Android](#) | [TV](#) | **Website:** [www.fancode.com](http://www.fancode.com)

## About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business. We deliver enterprise-

grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

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