



CEV CASE STUDY





Revenue Spike: How CEV Centralized Live Volleyball and Accelerated OTT Growth

European volleyball is one of the continent's most expansive and fragmented sports ecosystems and CEV sits at the center of it. As the governing body responsible for more than 20 competitions and over 1,200 matches each year across indoor, beach and youth volleyball, CEV saw a clear opportunity to strengthen its direct-to-consumer model and make EuroVolley.TV the central home of live and on-demand volleyball.

As digital consumption of live sport continued to accelerate, CEV made the strategic decision to bring more of its live offering under its own control. Previously, parts of that offering were distributed externally, limiting flexibility around packaging, pricing, and data ownership. To unlock greater commercial control and long-term revenue potential, CEV chose to centralize live distribution within EuroVolley.TV and selected WSC Sports as the partner to support that transformation.

Today, EuroVolley.TV operates with tiered monthly and yearly packages, dynamic geo-based pricing and full control over how live content is gated and monetized. With WSC providing the infrastructure and operational support behind the platform, CEV is able to run a scalable, adaptable OTT business while retaining ownership of pricing strategy, packaging and subscriber data.

KEY RESULTS

136%

increase in OTT revenue
year over year

45M+

increase in subscribers
year over year



These metrics are based on the results from the 2025 season during the first year of CEV's OTT partnership with WSC Sports.

The Challenge

CEV manages one of the broadest event calendars in European sport. With more than 20 competitions taking place across multiple markets each year, audience demand was naturally concentrated around flagship events like the men's and women's Champions League and EuroVolley. Outside of those peak moments, sustaining engagement and monetization across the wider competition portfolio was more complex.

At the same time, parts of CEV's live content offering were distributed externally, limiting the organization's flexibility in how subscriptions could be packaged, how pricing could be adapted by market and how subscriber relationships could be developed over time. While EuroVolley.TV already existed as an owned platform, CEV recognized that it needed stronger commercial and operational foundations to fully support its long-term direct-to-consumer ambitions.

For CEV, the challenge was not simply to upgrade a platform, but to create a more scalable digital business model for European volleyball. That meant developing the capability to manage tiered subscriptions, apply dynamic regional pricing, and gain direct visibility into subscriber behavior and market demand — all without significantly increasing internal technical complexity.

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As CEV continues to strengthen its digital ecosystem, it was essential for us to partner with a company capable of delivering both technological reliability and commercial agility in line with our long-term ambition for EuroVolley.TV. WSC has done exactly that. Their support has been instrumental in transforming EuroVolley.TV into a stronger, more flexible and more valuable platform for our fans, partners and stakeholders.

Vojdan Karapetkovski, Chief Digital Officer, CEV

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The Solution

To seize this opportunity, CEV modernized and centralized EuroVolley. TV together with WSC Sports, establishing it as the primary destination for its live and on-demand content. Rather than continuing to distribute parts of its live product externally, CEV chose to bring its offering under one owned platform, strengthening its direct relationship with fans and creating a stronger foundation for long-term monetization.

WSC Sports was selected to support this transition by providing the infrastructure and operational capabilities needed to execute CEV's OTT strategy. This included subscription architecture with tiered monthly and yearly packages, dynamic geo-based pricing by market, and flexible control over how content is gated and monetized.

This new model gives CEV the ability to tailor its commercial offering market by market, balancing accessibility in emerging territories with stronger monetization in more mature ones. Just as importantly, full access to first-party subscriber data gives CEV direct insight into who its fans are, where they are located, and how they engage with the platform.

Beyond monetization, WSC supports the technical and operational backbone of EuroVolley.TV, including platform experience, live streaming support, subscription flows, and ongoing maintenance. This allows CEV to scale efficiently while maintaining strategic ownership of the product, the fan relationship, and the commercial model.

The result is a centralized and fully-managed OTT ecosystem that enables CEV to distribute, package, and monetize volleyball content on its own terms. EuroVolley. TV is no longer just a viewing destination; it's a stronger, more flexible, and more strategically valuable digital business for European volleyball.



Takeaways

01



CENTRALIZING LIVE DISTRIBUTION TO UNLOCK GREATER COMMERCIAL CONTROL

By bringing more of its live content under EuroVolley.TV, CEV created a stronger foundation for subscription and PPV growth, contributing to a 136% year-over-year increase in OTT revenue while reducing dependence on third-party distribution.

02



MONETIZATION FLEXIBILITY AND FIRST-PARTY DATA SUPPORT SMARTER LONG-TERM GROWTH

Tiered monthly and yearly packages, combined with dynamic geo-based pricing, allow CEV to adapt its offer across diverse markets. Direct access to subscriber data also supports better-informed commercial and audience decisions over time.

03



CONTENT DEPTH STRENGTHENS THE VALUE OF THE PLATFORM

With live and archived volleyball content spanning competitions, formats, and markets, EuroVolley.TV offers fans a broader and more consistent value proposition, one that supports subscriber growth and long-term retention.



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