

PubNub

Powering Real-time Interactive Experiences



For Sports, Media, & Entertainment

PubNub enables you to monetize and scale your global on-demand and live-streaming apps without worrying about traffic spikes or audience size. We provide the building blocks to launch and grow quickly, without losing control or flexibility.

A full-lifecycle platform, PubNub not only eliminates siloed features, debugging headaches, and the risk of future refactoring, but ultimately provides product owners the ability to manage users and app data, improve adoption and engagement, and accelerate monetization.



ITLIVE

LIVE NATION



LIVELIKE

VEEPS



Quickly add engagement features and structured fan experiences like watch-and-play games, live trivia, and betting/microbetting (where available) to your app.



Easily build community or private in-app chat, let viewers form their own groups, or allow broadcasters and hosts to interact directly with the audience.



Ensure synchronized viewing experiences with low-latency video streaming, allowing all attendees to experience the event at the same time without delays, while instantly detecting and immediately acting on regional latency concerns.



Increase event participation and retention through personalized alerts and notifications before a favorited event, when a team scores, etc.



Immediately act on interest/disinterest signals to increase view time and prevent churn.



Tailor promotional or rewards strategies and run experiments on the fly, link viewer behavior to incentives, track every action with custom, real-time aggregate and device metrics, and instantly see results with PubNub Illuminate.

“When we hit our concurrency limit [with our previous provider], it was a no brainer to go with PubNub to power our entire platform and our whole team gave the go ahead. We knew we would be supported by PubNub no matter how many users and messages we were handling.”

Justin Poliey

📁 Director of Engineering
& Product Lead, LiveLike

“Being able to have that reliability with PubNub allows us to focus on building a great user experience without having to scale every single part of our infrastructure.”

Kyle Heller

📁 Co-Founder & CPO, Veeps

Featured Customers



Prior to building chat with PubNub, DAZN's team experienced latency challenges during live streams due to high usage on their platform. As a company that is dedicated to providing an engaging fan experience, avoiding concurrency limits is crucial for their success. After implementing chat with PubNub, their platform is always working in real time and can seamlessly scale to support any number of users.

DAZN uses PubNub to:

- ✔ Power chat and Watch Party experiences for 10 million users
- ✔ Operate with sub-100 ms latency to deliver real-time experiences worldwide
- ✔ Support 130 million connected devices in one year alone
- ✔ Realize a significant rise in time spent in-app during Watch Parties due to real-time features



LiveLike turned to PubNub because their development team hit a hard concurrency limit at a crucial time: while developing for Turner Sports—a large sports broadcaster responsible for digital streams of the NBA, NCAA, and the Bleacher Report—a few months out from the app's release. Thankfully they were still able to build a truly engaging chat experience without delays and can now easily build direct chat, group chat, and larger audience chat that allows hosts to engage directly with viewers—all without limits and caps.

LiveLike uses PubNub to:

- ✔ Build without concurrency limits or messaging caps to create engaging experiences
- ✔ Operate their platform in real time, without latency restrictions
- ✔ Decrease their development time for new features and platform customizations, which has allowed them to expand their customer base
- ✔ Capture the joy and excitement of in-person events, virtually

VEEPS

Before using PubNub to power their real-time chat during virtual events, Veeps had used other solutions that didn't give them the flexibility they needed to maintain their infrastructure in-house. They knew that they wanted to be able to scale their product offering to accommodate events with a higher user turnout than expected, while also ensuring that messages were being delivered fast and reliably, no matter the number of concurrent users. Now their platform can handle live, concurrent messages without latency issues, even as audiences' spike and dip.

LiveLike uses PubNub to:

- ✔ Deliver billions of messages without having to worry about latency issues
- ✔ Build without currency limits, which has allowed their dev team to focus on their core product offering
- ✔ Create custom solutions that operate reliably and in real time to prevent possible outages during live events
- ✔ Focus on building a great user experience now that they have a reliable chat infrastructure in place

Why PubNub?

Why engineering and operations teams love PubNub

Our Edge Messaging network provides massive scale for event-driven applications.

- ✔ [50+ SDKs](#)
- ✔ [<100ms latency](#)
- ✔ [99.999% uptime SLA](#)
- ✔ [65+ pre-built integrations](#)
- ✔ [Security & compliance \(SOC2 Type II, ISO 27001, GDPR, etc.\)](#)
- ✔ [24x7 technical support](#)
- ✔ [Free for POC development](#)
- ✔ [Global replicated PoPs](#)
- ✔ [Architecture reviews](#)
- ✔ [Supports millions of concurrent users](#)

Why business operations teams love PubNub

We manage the backend infrastructure for you, lowering your risk & speeding up time to market

[PubNub Insights](#) allows you to view turnkey analytics based on your messages, users, and channels

[PubNub Illuminate](#) is a real-time decisioning and analytics solution that lets you tailor monetization strategies on the fly, link user behavior to incentives, track every action with custom, real-time aggregate and device metrics, and instantly see results - all without burdening your dev team.

[Bizops Workspace](#), a collection of no-code UI tools that let you manage the who (users), where (channels), and what (messages and memberships) of your PubNub implementation

Analyze with AI scans your data and generates natural language analysis tailored to your specific queries

Over 60 patent claims granted

Runs on a [global, replicated edge messaging network](#) for massive redundancy

Zero-trust security model

Can lock data to specific regions for [regulatory compliance](#)

[Functions](#) to run your code within our network or leverage existing integrations to transform, re-route, augment, filter, or aggregate messages

Automatic routing to nearest PoP (similar to CDN) means low-latency for all users, regardless of location

PoPs synchronize so all users get a single combined experience

Message “catch-up” for unreliable connectivity environments

[PubNub Access Manager](#) to protect your app with with a cryptographic, token-based permission administrator as well as regulate clients' access to PubNub resources, such as channels, channel groups, and User IDs

Auto message bundling for performance on devices with slow connections



Want to learn more about how PubNub can help you build, manage, and monetize your app? [Get in touch with our team.](#)

PubNub Features

Decisioning & Monetization

- ✓ View event & audience analytics with [PubNub Insights](#)
- ✓ Trigger actions based on user or cohort behaviors, & see instant outcomes with [PubNub Illuminate](#)
- ✓ Operational dashboards to monitor usage, requests, & performance

Data Broadcast / Event Streaming

- ✓ Embedded video
- ✓ Live Scores
- ✓ Transcription Overlay
- ✓ Weather
- ✓ Stats
- ✓ CTA overlays for merch & promos

Presence Detection

- ✓ Audience Count
- ✓ User/Device Readiness
- ✓ Geo-Readiness (including hyper-local detection)
- ✓ Trigger Ideal Communication Channel

Full-Featured Chat

(including high-occupancy)

- ✓ Live Comments
- ✓ @Mentions & user invites
- ✓ 1:n, n:n (option for automated grouping, including geo-based)
- ✓ 1:all (for message broadcast)
- ✓ Programmable for translation, chatbots, “/” commands, analytics, and more
- ✓ Auto-failover to push for keeping offline users engaged
- ✓ Trigger Voice/Video Call
- ✓ User & Content Moderation
- ✓ Unlimited conversation streams & concurrent users

Audience Interactions

- ✓ User Groups / Friend Lists
- ✓ Live Stats & Leaderboards
- ✓ Live Polls, Trivia, Bids, and Q&As
- ✓ Likes/Hearts/Emojis (with video streams)
- ✓ Latency Sync & Replay (for on-demand options)

Collaborative Docs & Online Spaces

- ✓ Shared canvas/whiteboard
- ✓ Highlighting
- ✓ Digital sketching, drawing, handwriting

Access Control (complex communication workflows, data sharing, etc.)

- ✓ Protect data and set permissions for users
- ✓ Subscription management
- ✓ Add or remove participants
- ✓ Syndicate data streams across disparate systems & with 3rd parties

Integrations with Outside Services or Data

- ✓ Profanity Filtering
- ✓ Chatbot
- ✓ Text-to-Speech
- ✓ Sentiment Analysis
- ✓ Language Translation
- ✓ Messaging (SMS/MMS, Voice/Video, Email, Social, etc.)

Time-Critical Alerts/Notifications

(1:1, 1:n, in-app, push, other)

- ✓ Location-Based
- ✓ Loyalty & Rewards
- ✓ Fraud Prevention
- ✓ Emergency/Public Safety
- ✓ Interest-Based (scores, stats, betting, odds, special offers, etc.)

PubNub is the complete platform for real-time applications. We empower our customers to build, manage, and monetize real-time interactive experiences in any app, regardless of purpose, scale, or complexity. PubNub’s global edge messaging network connects over 1 billion unique devices a month, providing the economies of scale necessary to grow your business and freeing developers to focus on their core initiatives. Founded in 2010, over 2000 companies worldwide, including RingCentral, Amazon, Gameloft, and DAZN, choose PubNub to scale faster, reduce risk, and accelerate growth.

[Get in touch with our team!](#)