

Turning Engagement into Revenue Through Reward-Led Viewing

BTV Rewards Pilot Report





Executive Summary

Rewarded audiences stick with you

Sports and entertainment rights holders are facing a compounding problem: audiences are fragmenting across platforms, broadcast revenues are under pressure, and fan engagement, while high in volume, is rarely converting into measurable commercial outcomes.

In December 2025, we ran a structured pilot of BTV Rewards on the Bolt+ platform to test a specific hypothesis: that a well-designed, reward-based engagement system can shift audience behaviour from passive to active and that this shift has direct implications for retention and monetisation.

The results were clear:

4.43/5

Average
experience rating

Reward mechanics can be introduced without disrupting the viewing experience, audiences found the system intuitive and engaging from day one.

71.4%

More likely
to engage

Nearly three in four participants said rewards increased their likelihood to interact with content, a direct signal of deeper, more monetisable audience behaviour.

57.1%

Would maintain
subscriptions

More than half of participants said a rewards system would incentivise them to take out or maintain a subscription. At a time when streaming churn is at an all-time high, this is not a marginal finding.



Executive Summary

Taken together, these results point to a straightforward commercial loop: rewards drive engagement, engagement deepens retention, and retention creates the conditions for sustainable monetisation, whether through subscriptions, advertising, commerce, or creator-led revenue.

This report sets out the evidence behind that loop, what it means for platforms and rights holders, and how BTV Rewards can be deployed within your existing ecosystem without disruption to operations or content strategy.



Methodology

How the pilot was structured

Over 1,000 Bolt+ users were invited to participate in a one-week pilot of the BTV Rewards system. Participants were briefed on the available reward mechanics and encouraged to engage with as many activities as possible during the trial period. Following the pilot, participants completed a structured survey covering overall experience, engagement impact, reward preferences, and platform usability.

This report presents early-stage directional findings. As with any initial pilot, the dataset reflects an engaged, self-selected cohort rather than a statistically representative cross-section of all platform users. Results should be read accordingly, as strong indicators of audience appetite and commercial potential, not as definitive benchmarks.

Introduction

The engagement gap and why it matters commercially

Most streaming platforms measure success in minutes watched. But watch time alone does not generate sponsorship uplift, reduce churn, or create new revenue pathways. The gap between audience size and audience value is where rights holders are losing money.

BTV Rewards was designed to close that gap. By attaching points and tangible rewards to audience behaviours, watching, chatting, answering quiz questions, engaging with ads, the system creates a direct incentive loop that transforms passive viewership into active, trackable participation.

The pilot ran on Bolt+, our owned streaming platform, and tested six core engagement mechanics:

- Live and on-demand content viewing
- Daily logins and session frequency
- Chat and community participation
- Interactive quiz engagement (via IRIS)
- Ad interaction and click-through
- Content posting and platform activity

The objective was not simply to measure whether users liked the experience. It was to understand whether reward mechanics can produce the kind of audience behaviour that translates into commercial outcomes and whether that model is viable at scale. The answer, on both counts, is yes.

Key Findings

What the data tells us and what it means for your platform

Below we highlight the findings with the most direct commercial relevance. For each, we draw a line between what participants did and what that means for rights holders and platform operators.

1. Engagement uplift: turning passive viewing into active participation

Does having a reward system make you more or less likely to engage on the Bolt+ platform?

71.4%
Said rewards
increase engagement

No other single platform change produces this magnitude of behavioural shift without requiring a content overhaul or significant investment.

This is the foundational finding of the pilot. Nearly three in four participants said the presence of a rewards system made them more likely to engage not just watch, but participate actively. For sports rights holders, this has a direct translation: more second-screen interaction during live events, higher quiz participation during broadcasts, stronger chat volumes that signal fan sentiment to sponsors.

Engagement depth is increasingly the metric that determines sponsorship value. A broadcaster who can demonstrate active, measurable fan participation commands a fundamentally different commercial conversation than one presenting passive reach figures.

“ I love the fact you can chat with other users while the TV show is playing. ”

2. Reward preferences: what audiences actually want

What types of items or perks would be interesting to you in a rewards system?

The top three preferred reward types were:



85.7%

Tipping
another creator



71.4%

Exclusive events
and streams



57.1%

Merchandise

Read these through a sports lens and the commercial opportunity becomes immediate. Tipping maps directly to fan-to-athlete or fan-to-club micro-transactions. Exclusive events and streams represent premium content access, the kind of behind-the-scenes or pre-match content that audiences already associate with subscription value. Merchandise connects the digital engagement loop directly to physical commerce and club retail revenue.

These are not hypothetical revenue streams. They are existing monetisation pathways that a rewards layer can activate and accelerate. The pilot data suggests audiences are not just open to these mechanics, they are actively requesting them.

3. Subscription retention: a direct answer to the churn problem

Would a rewards system incentivise you to maintain or take out a subscription?

57.1%

Would maintain subscriptions for rewards

Streaming churn rates average 30–40% annually across major platforms. Any rewards system capable of converting more than half of an audience into loyal subscribers has become a retention driver.

This is the number that should stop a CFO mid-conversation. Subscription churn is the single largest drag on streaming revenue growth, and the industry has largely addressed it through content spend, an expensive and increasingly competitive approach.

BTV Rewards offers an alternative mechanism: rather than acquiring new subscribers to replace churned ones, reward systems increase the perceived value of an existing subscription, giving audiences a reason to stay that is tied to behaviour and loyalty rather than content alone.

For rights holders exploring tiered subscription models or DTC fan platforms, this finding is directly applicable. The infrastructure to deploy it already exists.

“*The platform was easy to navigate, and the rewards system was clear and straightforward.*”

Business Implications



What this means for your organisation

The pilot was run on a single platform over one week. The commercial implications extend considerably further.

Engagement → Retention

Reward mechanics demonstrably increase interaction frequency and depth. Higher engagement directly reduces passive churn by creating habitual platform behaviours tied to reward accumulation.

Retention → Monetisation

Retained, engaged audiences unlock multiple revenue pathways simultaneously: stronger sponsorship packages, higher ad performance, commerce and creator-led transactions, and premium content tier conversion.

Zero operational disruption

BTV Rewards integrates into existing platform infrastructure. No content strategy changes, no re-platforming, no extended implementation timelines. The pilot went live in weeks, the full product is designed to do the same.

See how BTV Rewards fits your ecosystem

We work with sports and entertainment rights holders to configure reward-driven engagement systems within their existing platforms, without infrastructure change or operational burden.

Book a discovery call

