

Peach Loves Case Study

MEDIA, CONTENT & IP

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CLIENT CONTEXT

Footballer Lives

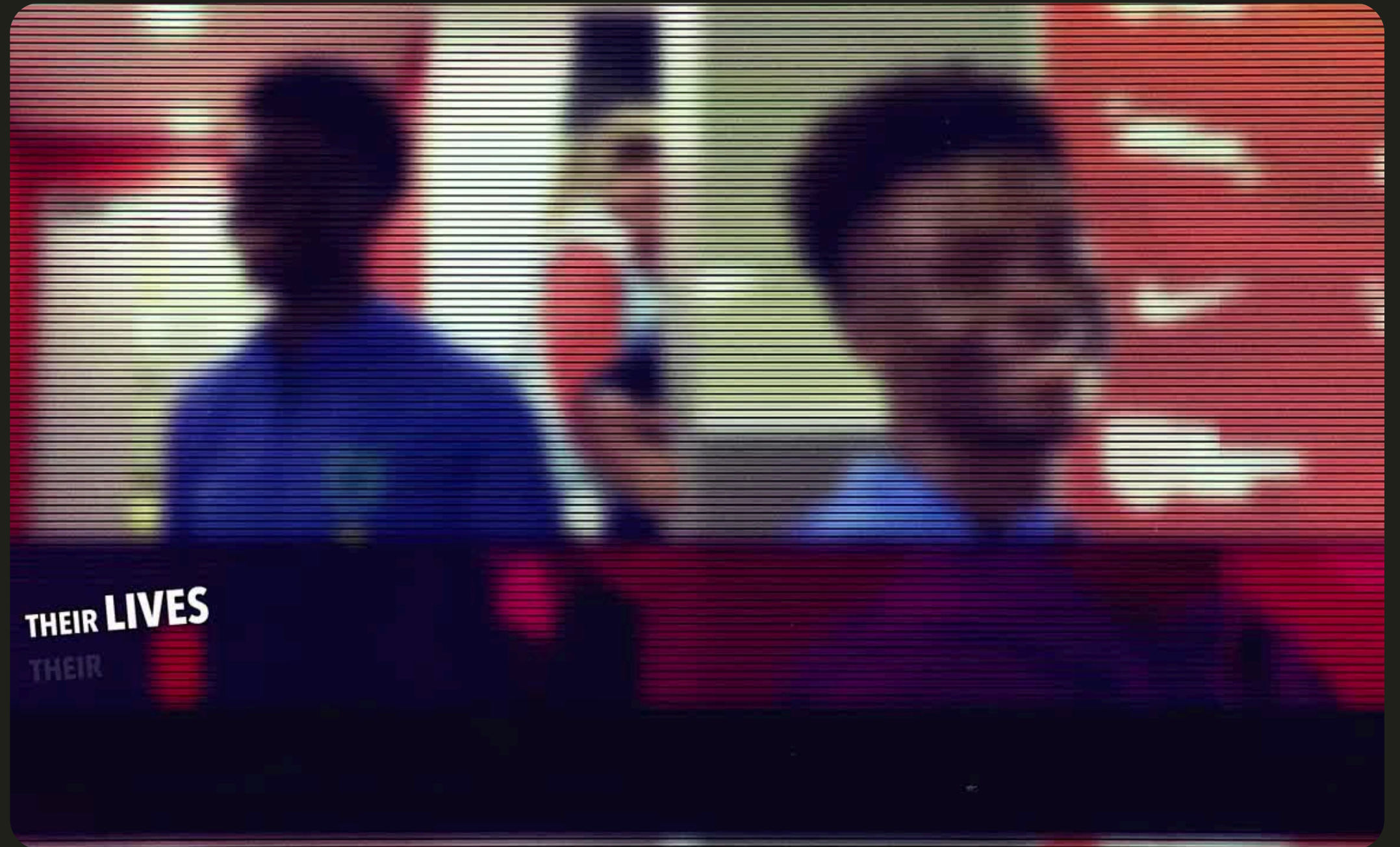
Footballers Lives: A Premier Source for High-Quality Global Content Showcasing Elite Football Talent, Charitable Initiatives, and Trusted Brand Partnerships.

Owned and controlled by Steve Sampson, leading media figure and executive within News International and the Mirror Group.



The Challenge

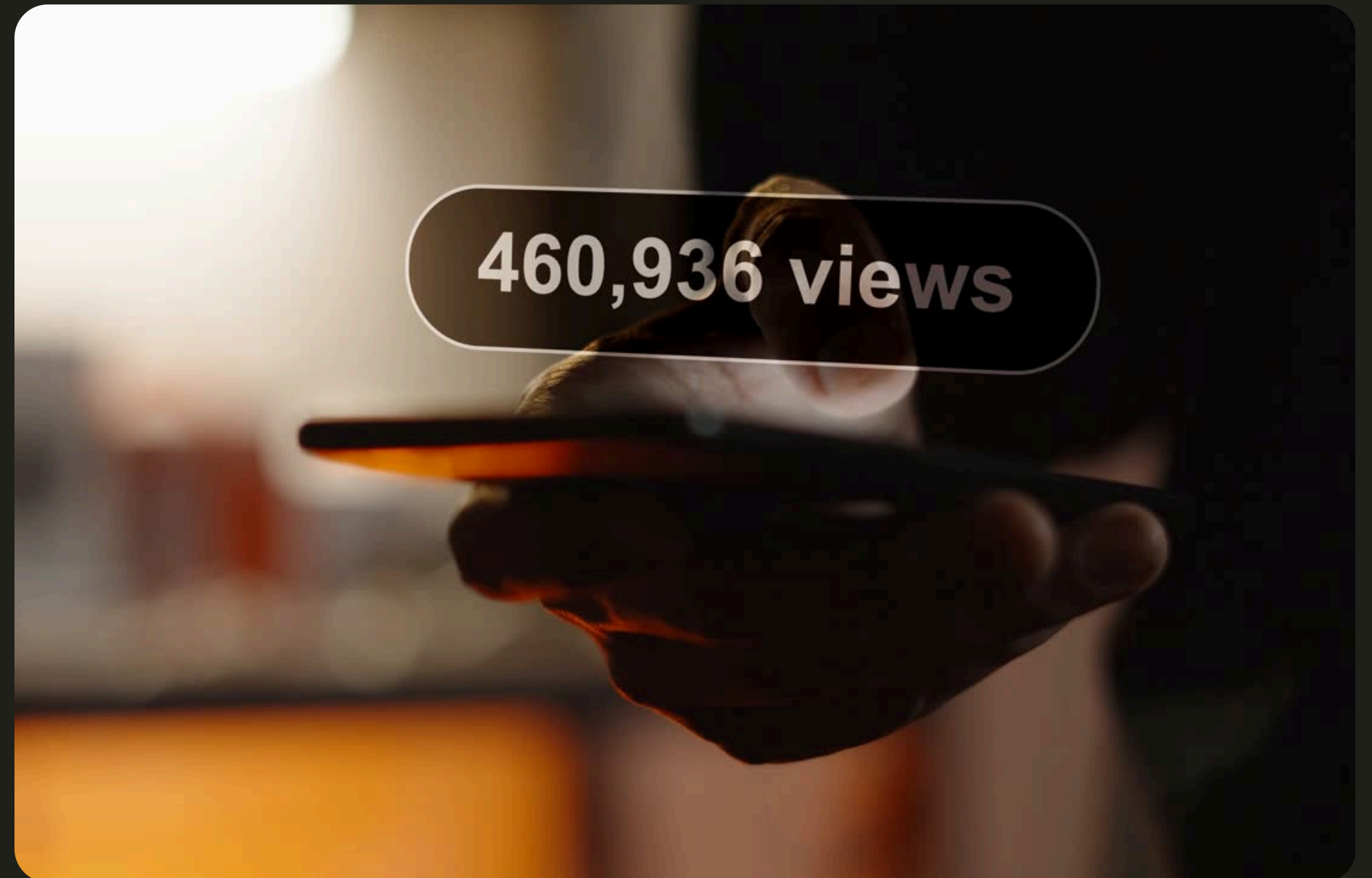
- Content was distributed across multiple platforms with limited visibility
- IP protection and usage rights needed enforcing
- Commercial partners required transparent reporting and attribution
- The business needed a repeatable, scalable monetisation framework



Peach Loves Solution

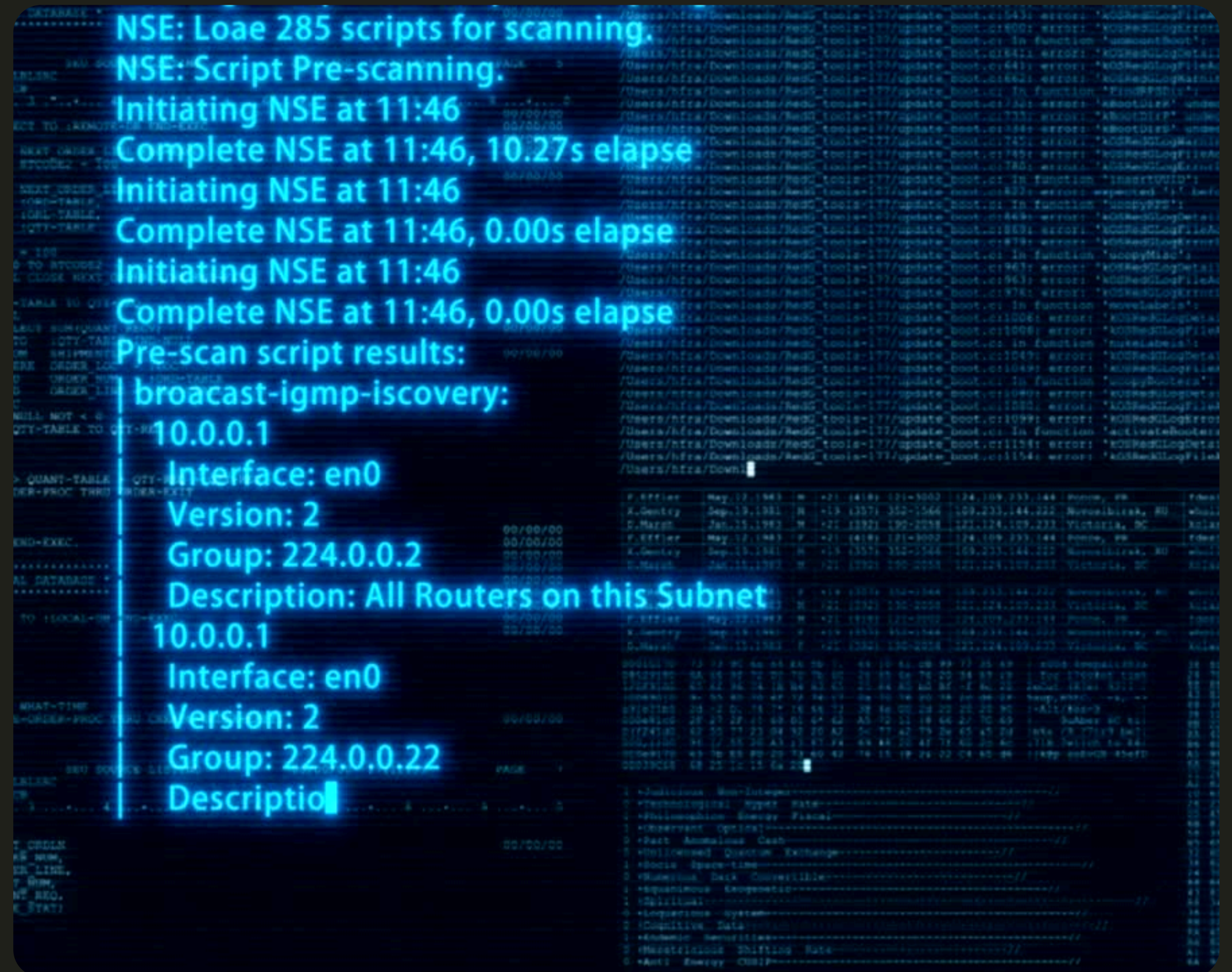
Peach Loves designed a global content tracking and monetisation infrastructure, including:

- Centralised content and metadata registry
- Usage rights and permissions embedded at asset level
- Syndication tracking via UTM's and smart URLs
- Real-time analytics dashboards for partners
- Smart contract-ready architecture for future monetisation models
- Fan application with real-time feeds



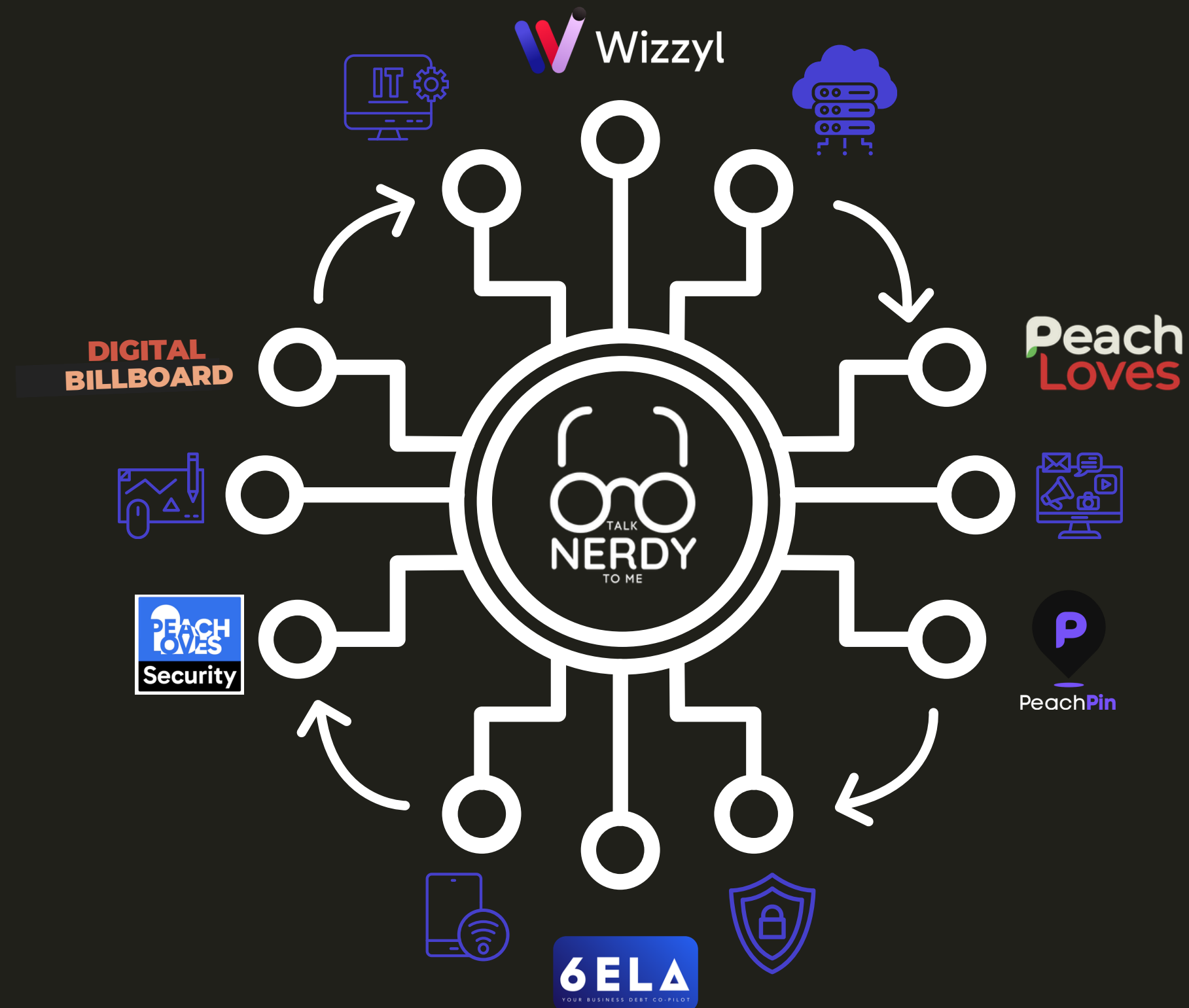
Technology Focus

- Unified, bespoke technology ecosystem replacing fragmented third-party platforms
- Reduction of operational cost through automation, system integration, and removal of recurring software dependencies
- Acceleration of sales cycles via integrated digital quoting, contracting, and CRM workflows
- Enablement of new white-label revenue streams through call transcription and intelligence services
- Built a fan-facing application with real-time YouTube content feeds, fully integrated into the wider platform
- Developed a deep e-commerce capability with secure checkout, content gating, and integrated customer data
- Protected all digital content through controlled access, rights management, and system-level integration
- Increased visibility, control, and auditability across customer, content, and transactional data
- Created ownable IP and a scalable foundation supporting ongoing innovation, R&D qualification, and long-term enterprise value



The Flywheel

Talk Nerdy To Me Eco-System



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Peach
Loves