

CASE STUDY

FROM COMMENTARY TO COMMERCIAL ENGINE - SCALING DFB'S REACH IN SOUTH ASIA

How mcube™ is transforming real-time football commentary into a scalable, multilingual engagement and monetization engine, through AI, with DFB and South Asia as a pilot market

OVERVIEW

Football is not just played; it is experienced. Commentary is the layer that translates on-field action into emotion, context, and connection.

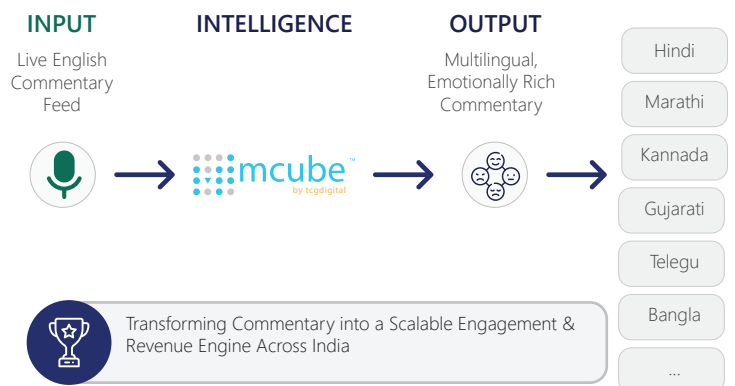
Traditionally, live commentary has been constrained by cost, language limitations, and scalability challenges, leaving large, multilingual audiences underserved.

In collaboration with the German Football ecosystem (DFB-Pokal), **mcube™**, TCG Digital's AI platform, redefines commentary as a **real-time, multilingual, AI-powered experience layer**, converting a single English feed into emotionally rich, localized narratives at scale.

This case study demonstrates how mcube™ transforms commentary from a **production cost center into a scalable engagement and revenue engine**, delivered across India's broadcast and digital ecosystem.

From one English feed to multiple localized outputs

AI-powered. Emotionally accurate. Delivered at scale.



CHALLENGES

The challenge was not just generating commentary, but it included the following aspects as well:



Language Barrier Limits Reach

- Global feeds are English-first
- Large Indian audiences prefers regional languages

1

Lower engagement and under-realized audience potential



Non-Scalable Commentary Model

Human commentary does not scale across languages or long-tail matches

2

Limits both coverage and monetization



Context & Emotion Loss in Translation

- Generic AI tools fail to capture:
 - Match intensity
 - Stadium sentiment
 - Football-specific vocabulary

3

Poor fan experience



Fragmented Distribution Across Broadcasters

- Multi-platform distribution needs:
 - Language adaptability
 - Format readiness
 - Selective feed deployment across channels

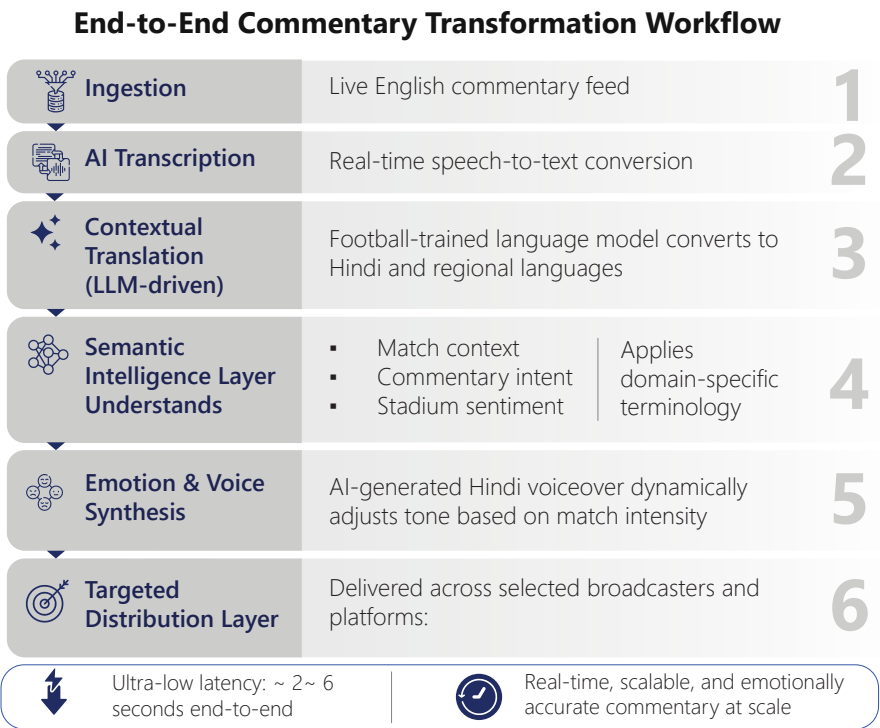
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Leads to inconsistent reach across broadcasters

**Core challenge:** To deliver emotionally accurate, multilingual commentary at scale, aligned with real-world broadcast distribution complexity.

SOLUTION

mcube™ AI-Powered Real-Time Commentary Engine



EXPANDED DISTRIBUTION & REACH FOOTPRINT

The mcube™ commentary engine is deployed across a hybrid broadcast + digital ecosystem, enabling both depth and scale of audience reach:

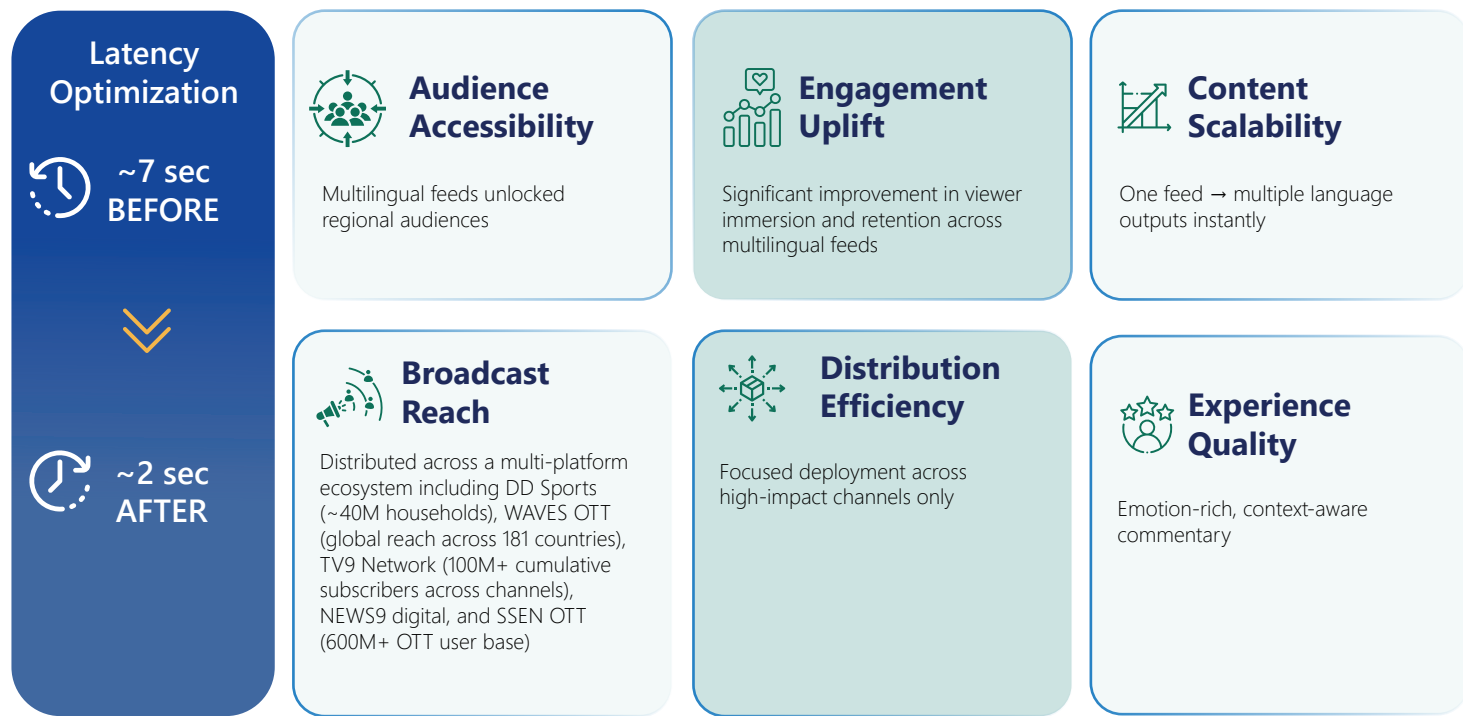
LINEAR TV	OTT	WHAT IS DIGITAL AMPLIFICATION?
 DD SPORTS PRASAR BHARATI	  WAVES OTT	TV9 Network – NEWS9 LIVE (Digital Layer)   2.12M subscribers  744M+ views
 COVERAGE DFB-Pokal Men (~ 40 matches/season; 30+ on Linear TV) DFB-Pokal Women (~ 20 matches/season; all on Linear TV)	 REACH 3M subscribers 2M downloads 640K active users Accessible in 181 countries 10+ language support	Same match distribution and monetization inventory TV9 Network Regional Amplification Layer   80.98M Subscribers (Collectively) Tens of millions of subscribers and billions of cumulative views
 REACH ~ 40 million households across India (Tier 1, 2, 3 cities and smaller towns) International reach across 38 countries  YouTube 1.04M subscribers 139M+ views	 INVENTORY Inventory mirrors linear TV (ads + Sponsor boards per match)	 OTT & YouTube Ecosystem  148M active paid subscriptions  ~601M OTT users in India
 INVENTORY 2 × 30-sec ad spots per match 2 sponsor boards per match		

 **Multi-platform. Multi-language. Maximum Reach.**

Selective Distribution across the right channels to maximize engagement and monetization.

RESULTS & IMPACT

The following illustrates how AI-powered commentary drives quantifiable impact across reach, engagement, and monetization.



CONCLUSION

The overall transformation, as summarized below, positions commentary as an intelligent, scalable, experience layer within the sports ecosystem



Is not just translating the game.

- ⚽ **Smarter Technology** | Built for Football
- ⚽ **Broader Reach** | Loved by Fans
- ⚽ **Stronger Engagement** | Higher Value
- ⚽ **Sustainable Growth** | For the Ecosystem



Armaan Hatwal

Director, Strategy and Sports AI Ventures

Background in large strategy consulting firms and sovereign wealth funds to enable global firms to accelerate business value through AI



Maximilian von Portatius

Global Football Advisor

Decades in professional football across Europe and South America, driving commercialization and digital innovation



Get in touch with us at **contact@tcgdigital.com** for a robust digital strategy and powerful demonstration of this easily deployable platform.



About TCG Digital TCG Digital is the digital & AI arm of The Chatterjee Group (TCG), a multi-billion dollar conglomerate with a diverse portfolio in Aviation, Pharmaceuticals, Biotech, Petrochemicals, and Real Estate across the US, EU, and South Asia. Our umbrella includes companies such as LabVantage, Lummus Technology, and TCG LifeSciences. At TCG Digital, we are driven by our mantra of delivering "Velocity to Value", helping enterprises transform faster and smarter. Our AI Analytics platform mcube™ is at the heart of these transformations. We enable organizations unlock the full potential of their data, and by seamlessly integrating AI/ML capabilities into their business processes, we empower businesses to accelerate their digital transformation journey, enhancing agility and driving impactful results. For more information please visit our website at www.tcgdigital.com