



Rabbithole

'Rabbithole' is an esteemed brand recognised as a pioneer in sports content broadcasting for both online and offline streaming. This renowned brand is affiliated with one of the nation's leading digital companies, Content Matters Ltd., specialising in content production, sourcing, aggregation, and distribution across various digital media platforms, including TV, web, mobile, and digital. Among its core audience in the relevant market, 'Rabbithole' stands out as an established name.

Inception year: 2014

Sector: Video-on-demand streaming/OTT platform

Fund raised: USD 4.7M

CEO



A.S.M. Rafiq Ullah

9+ years of experience in digital OTT business.

AWARDS:

- National ICT award in 2019 & 2022 as Champion in the Media and Entertainment category.
- Digital Marketing Award in 2018 in the 'Best Use of YouTube' category by Bangladesh Brand Forum.
- Digital Idea Pitch Award in 2017 by Unilever Bangladesh.
- Basis SoftExpo in 2019.
- Bangladesh Master Brand Award in 2019.
- Digital Partner of Guinness World Record for 'Most people sweeping a single floor'.

CORE PRODUCTS AND SERVICES:

- Rabbithole: OTT platform for sports content broadcasting for both online and offline streaming,
- Rabbitholebd Sports: YouTube channel for sports

content.

- Other YouTube channels with substantial subscribers.

UPCOMING PROJECTS:

- Hopes to be the first genuine Bangladeshi OTT unicorn.

TRACTION:

- USD 1.5M in digital subscription revenue and USD 500K of advertising revenue.
- 100% market share of Sports OTT revenue and 20% market share of overall OTT revenue in Bangladesh.
- Annual revenue of USD 2M.

COMPETITIVE ADVANTAGE:

- Only OTT in Bangladesh with legitimate rights ownership that streams live sports throughout the year.

- Rabbitholebd Sports is one of the largest Bangladeshi YouTube channels, with more than 8.9M subscribers.
- Other Rabbithole YouTube channels comprise more than 5M subscribers.
- Rabbithole Facebook page followers are around 1.6M.

NOTABLE COMPETITION:

- Toffee
- Chorki
- Bongo
- Hoichoi

IMPACT:

- Over 6.2M paying subscribers.
- Making streaming affordable for all segments of users bearing the slogan: Entertainment Anywhere Anytime.
- Contributing to Digital Bangladesh.

Contact: ceo@contentmattersltd.com