

Product Requirements Document

Prime Video Sports: Prime Persona

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1. Overview

Prime Video Sports delivers a strong live broadcast experience, but fans today want more than just the game. The player podcast *Mind the Game* with LeBron James and Steve Nash accumulated over 94 million YouTube views across two years. The sports documentary *Quarterback* on Netflix surpassed 21.5 million views across two seasons. Together, these trends show that fans want to connect with athletes as people, not just players.

Amazon has already shown it can surface contextual, ecosystem-linked content within a live viewing experience. X-Ray does it for scripted content with IMDb. Shop the Game does it for live sports with Amazon Shopping. This PRD outlines **Prime Persona**, a contextual content panel within Prime Video Sports that extends that model to player, broadcast personality, and analyst content, pulling from Amazon ecosystem assets and surfacing it directly alongside the live game.

2. Problem Statement

A fan watching a live game on Prime Video has no way to go deeper on a player without leaving the app. Whether it's Richard Sherman dropping a sharp halftime take or Justin Jefferson making a highlight-reel catch on Thursday Night Football, there is no path from that moment to the athlete's broader story without switching platforms. That creates drop-off, fragmented experiences, and a missed opportunity for Amazon to deepen engagement across its ecosystem.

Amazon has already proven that contextual, in-broadcast ecosystem integration works. X-Ray (powered by IMDb, an Amazon-owned asset) surfaces cast, character, and music information during scripted content in real time. Shop the Game lets fans browse and buy Amazon merchandise directly within a live sports broadcast without leaving the app. Both features validate the model: surface relevant content from another Amazon asset, contextually, without disrupting the viewing experience. Prime Persona applies that same logic to player, broadcast personality, and analyst content.

The three core pain points:

- Fans who want to watch or listen to player content must leave Prime Video entirely to do it

- Amazon's ecosystem assets (ex. Twitch, Amazon Music, and Audible) are siloed and underused during live sports
- Players, broadcast personalities, and analysts with strong personal brands go completely unexplored within the viewing experience, even as features like Prime Vision already surface their performance data in real time

3. Goals and Non-Goals

Goals (V1)

- Surface contextually relevant player, broadcast personality, and analyst content during live games without disrupting the broadcast
- Keep users inside the Amazon ecosystem
- Increase session time and cross-app engagement
- Build the foundation for future personalization (e.g., following a player and automatically receiving their content)

Non-Goals (V1)

- Integrating third-party content (ex. YouTube, ESPN, and Instagram)
- Building a standalone player profile page
- Surfacing content from players, broadcast personalities, or analysts not active in the current game
- International markets — V1 is scoped to the US only; international expansion will be addressed in a future version

4. Target Users

Primary: The Invested Fan Follows specific players closely, consumes player content outside of game days (podcasts, documentaries, social media), and values personality and story as much as on-field performance.

Secondary: The Casual Viewer Watches games here and there but gets drawn into a player's story when it's surfaced at the right moment, such as after a big play or during halftime.

5. Solution: Prime Persona

5.1 Feature Description

Prime Persona is a triggered overlay panel, consistent with how X-Ray behaves across devices, accessible during any live Prime Video Sports broadcast. On TV, a viewer presses

up on the remote to open Prime Persona. On desktop, pausing or hovering reveals a Prime Persona entry point. On mobile, tapping the screen surfaces a Prime Persona button alongside standard playback controls. Once opened, the panel displays a curated content feed tied to active players, broadcast personalities, and analysts in the current game.

5.2 Content Types (V1 Scope)

Content Type	Source	Description	Example
Streams/Clips	Twitch	Recent streams/clips from active players, broadcast personalities, or analysts	Jaylen Brown (Twitch: FCHWPO)
Podcast Episodes	Amazon Music	Latest episodes from player, broadcast personality, or analyst podcasts	New Heights with Jason & Travis Kelce
Audiobooks	Audible	Long-form spoken content from players, personalities, and analysts	You Can't Make This Up by Al Michaels

5.3 Staged Rollout

V1.0 — Twitch Streams/Clips Surface Twitch streams/clips for players, broadcast personalities, and analysts tied to the current broadcast. Initial launch on Thursday Night Football and NBA on Prime.

V1.1 — Amazon Music Podcasts Add podcast episode cards from Amazon Music with a one-tap listen or follow action.

V1.2 — Audible Surface player, broadcast personality, and analyst audiobooks and long-form spoken content on Audible, expanding the depth of content available beyond video and podcasts.

V1.3 — Full Ecosystem Profile Surface a unified view of all Amazon ecosystem content associated with a given player, broadcast personality, or analyst, aggregating their Twitch, Amazon Music, and Audible presence in a single profile within Prime Persona.

6. User Stories

- As a fan using Prime Video Sports, I want to see streams/clips, podcasts, and audiobooks from the players, broadcast personalities, and analysts in the current game without leaving the app.
- As a fan who just watched a big play or heard a good take, I want to tap the player's or personality's name and reach their Amazon ecosystem content in one step.
- As a casual viewer, I want interesting player stories surfaced during halftime so I'm more invested going into the second half.

7. Success Metrics

Metric	Target (90 days post-launch)
Prime Persona open rate per session	15% of active viewers
Cross-app click-through to Twitch, Amazon Music, or Audible	20% of Prime Persona openers
Average Prime Video session time increase among Prime Persona users	+8 minutes
Ecosystem profile views (V1.3)	25% of Prime Persona openers view at least one full ecosystem profile
Retention across sessions	40% of Prime Persona openers return to use it in a subsequent game
Halftime engagement rate	35% of all Prime Persona opens occur during halftime
Content engagement rate	30% of click-throughs result in meaningful consumption (2+ min of a podcast, 50%+ of a clip, 5+ min of a stream or audiobook) or saving content for later

8. Technical Considerations

- **Sports data API** (e.g., Sportradar) needed to tie player roster data to the live game for relevance matching
- **Broadcast personality and analyst roster** maintained separately, likely via an internal CMS, and mapped to each broadcast manually
- **Entity resolution** requires a manually curated mapping table linking each player's Sportradar player ID to their Twitch handle, Amazon Music profile, and Audible author page. Broadcast personalities and analysts are managed separately via the internal CMS, with their own mappings to Twitch, Amazon Music, and Audible. Both tables need to be maintained as rosters change and new personalities are added to broadcasts
- **Twitch API** integration to pull clips and check for live streams by player handle
- **Amazon Music API** integration for podcast episode metadata
- **Audible API** integration for audiobook and long-form content metadata
- Content panel must be opt-in and collapsible without interrupting the video player
- For the prototype, mock and static data will be used; real-world licensing is a constraint outside of prototype scope

9. Risks and Mitigations

Risk	Likelihood	Mitigation
Not everyone in the broadcast has content across the Amazon ecosystem	High	Hide panel when no content is available for anyone in the current game
Not all content across the Amazon ecosystem is recent or regularly updated	Medium	Prioritize content from the last 30 days; if none is available, default to longer-form content that remains relevant over time
UX distraction during live action	Medium	Panel defaults to closed and is user-initiated only
Entity resolution failures may cause incorrect or missing content to be surfaced for a given player, personality, or analyst	Medium	Validate mapping tables before each broadcast and build fallback logic to hide a person's content card if their profile cannot be resolved
Licensing complexity at scale	High	Prototype framed as a concept demo scoped to Amazon-owned platforms only

10. Open Questions

1. Should Prime Persona surface content based on who is currently active in the game, or everyone on the roster?
2. Should broadcast personalities and analysts have a separate tab from players within Prime Persona?
3. How should content be ordered within Prime Persona: most recent, most popular, or personalized based on viewing history?
4. Should users be able to search for a specific player or personality within Prime Persona, or is the panel purely contextual based on who is in the current game?
5. What is the minimum amount of content a player or personality needs across the Amazon ecosystem before they appear in Prime Persona?
6. How should first-time users discover Prime Persona: should there be an in-broadcast prompt, a one-time tooltip, or a pre-game introduction?

11. Appendix

Two existing Prime Video features validate the model Prime Persona is built on.

X-Ray (powered by IMDb, an Amazon-owned asset) surfaces real-time contextual information during scripted content, including cast details, character names, and music playing in a given scene. It established the interaction pattern: an opt-in overlay that adds a content layer without interrupting playback.

Shop the Game extends that model into live sports, letting fans browse and purchase Amazon merchandise directly within the broadcast. It proves that Amazon can surface content from another ecosystem asset contextually during a live game, and that users will engage with it without leaving the viewing experience. Prime Persona follows the same pattern, surfacing content from Amazon ecosystem assets contextually within a live broadcast without requiring the user to leave Prime Video, replacing commerce with player, broadcast personality, and analyst content from Twitch, Amazon Music, and Audible.

No known competitor currently integrates player personality content into a live sports viewing experience in a single unified hub. Prime Persona is uniquely defensible for Amazon because they simultaneously own Twitch, Amazon Music, and Audible, a competitive moat that other sports streaming services cannot easily replicate.