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Global Sports Innovation Center

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EMBRACING THE MULTISPORT THROUGH TECHNOLOGY AND INNOVATION

Our experts



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Commercial & Communications
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With support of
Sport
SINGAPORE



OWEN LEED

Commercial & Communications Director
Badminton World Federation



These times have been very interesting for the different industries but especially for us who lived from live content, which we have not had anything live since March 16th.

The evolution of badminton has been very interesting. In 1992 it made its debut as an Olympic sport and by the 2016 Olympics we were the #1 watched broadcast in India, Malaysia, Indonesia and China. Today we have expanded to 196 in-country Member Associations across 5 Continental Confederations.

The commercial world is very important, our digital strategies take into account our fans, our commercial partners and the broadcasters. We are a sport with a global reach and a large part of our audience in Asia.

When the lockdown started in Malaysia everything changed, as well as the ability to adapt to the technologies. Productivity reached very good levels and we proved that we were able to grow our audiences in the last few months. We are considered one of the top performing sports in social media.

Some of our projects were delayed but this crisis helped us to turn around a content creation focused on live sport and also to accelerate processes that were already being planned for the future.

In recent years we have grown a lot as a team. The metrics of our success are not only measured by money or business growth but the relationships and development of the sport and the fans is what we are proud of.



DARREN BIRCH

General Manager - Growth, Digital and Audience
Australian Football League



When the whole sport was stopped due to COVID19 we had to completely change our communication model as it was the only way to keep connecting fans to the game. The work force was reduced by 70% and the industry has lost more than four hundred million dollars in revenues.

This crisis accelerated our transformation of digital communication much faster than we imagined. We managed to achieve a great relevance in our different channels and social networks as well as in the different projects developed with Netflix and Amazon. All under very strict protocols due to the COVID19.

During this time we were very aware of the fan engagement and we achieved an increase of 44% compared to our off season where there are no games, thanks to the passion for the sport. The hunger for content increased dramatically. We transformed our content from being merely news to creating interesting videos and articles for our fans.

The use of live game throwbacks also helped us to generate more content. It is important to learn to use what you already have and not just focus on new things. Fan response was very good in terms of minutes observed, number of blog reviews and as a result our social media engagement doubled.

The ability to change your content strategy and use your communication channels well is key as is making your environment participate. We focused on what our fans, our players and the different people involved in their homes were doing. This allowed us to generate excellent commercial content.

We communicated our new priorities, re-organized the team and executed an agile new content plan. We had the #1 sports publisher in the country with 4.4 million users a week. We also created new content pillars based on games, lifestyle and media. Today we have a better distribution of content through different channels with a total understanding of the audience.



JONNY COWAN

Data & Digital Specialist World Table Tennis



About the ITTF, we have our centenary near and we count with 226 members associations being one of the biggest federations in the world. We are an Olympic sport and last year we reached a total of 1 billion viewers with a significant growth in audience with the largest market being Asia. Our vision is to be a sport for all, being diverse and inclusive.

Recently the World Table Tennis was created to take the sport to the next level. Since March we were forced to stop our activities by COVID19 and ever since we have had many cancellations and delays of events. Having a great impact on our income where the commercial team has done a great job in making decisions.

Table Tennis is fast and everything is about precision and focus with a high level of excellence but on the other hand it is an easy and adaptable sport. Our sport is consumed in over 135 countries and we have over 4.5 million followers on our digital channels. In a recent sports federations survey, Table Tennis was ranked in the top 5 or 10 in most of the engagement metrics reflecting our team's work.

The rights of our sport are about to end a cycle and we want to continue empowering the sport and our metrics through new platforms that include digital transformation where entertainment is a fundamental part with the creation of a new brand, a different look and feel and pushing the media where players and fans are the main focus of our product.

On the other hand, we have created a new structure of events where we have restructured the needs of the audience and promoted ourselves with new markets and audiences based on their interests especially in the digital side.

We seek to maximize our digital content and our platforms through the correct channels at the indicated times. We are also generating new types of activations to provide our partners with both offline and online elements with the ultimate goal of increasing the value around the world.

KEY OBSERVATIONS

- The digital transformation is not only about technology but about a new way of working.
- The same content must be adapted to different platforms and audiences with the challenge of always transmitting the same message.
- Diversifying the workforce where there are specialized people in each channel is important in order to give them the correct focus and content.
- COVID19 has developed the need to propose different commercial and activation programs due to the impact of the cancellation of live events. Social networks and digital channels allow exploring new possibilities. There are solutions.
- Technology allows you to tell a story, while data allows you to transmit it in the most efficient and effective way. Organizations must have an organizational change and the industry must adapt. Data guides success and fan engagement is the result of knowledge.
- Federations must begin to see fans as consumers. In the same way, there is a differentiation between a consumer and a customer.
- Sport is and will be phygital, a combination of the physical and the digital where the consumer is the center of this ecosystem.
- All strategies must be based on a business plan that seeks a commercial outcome.
- In the last 15 years the sport has grown a lot commercially and today there are many experiences and ways to grow and the understanding of strategies provides the ability to understand the changing market.
- Federations have a responsibility to make the sport grow as well as a commitment to generate physical activity. Esports is a segment that allows you to develop the gaming part using the image of your players and stars, bringing the fans closer so that they can learn more about them.
- Maximizing the learning of the last 5 months, especially the digital part, transformed the industry as well as the creation of a value driven business.

THANK YOU

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