

5 WAYS SPORTS CAN WIN WITH VIDEO IN THE CLOUD

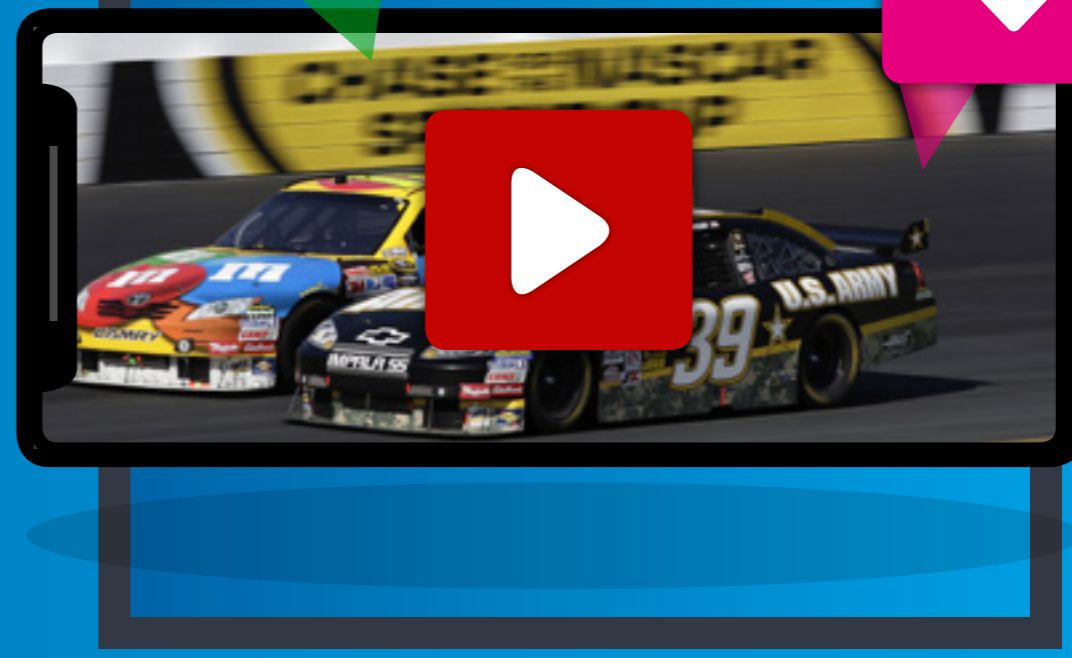
If you're a sports organisation, there has never been a better time to reach audiences and share content with fans to boost engagement and grow your sport.

Here are five powerful ways to use video to achieve results fast:

1. SHARE BITE-SIZE MEDIA CLIPS TO BOOST ENGAGEMENT

Push content to the platforms where fans want to consume it in bite-size chunks (e.g. Twitter and YouTube).

Deliver exclusive content such as interviews, behind the scenes, and pre/post event analysis.



Generation Z spend **41%** of their time online watching video, and **59%** of that time is spent watching video on social media.

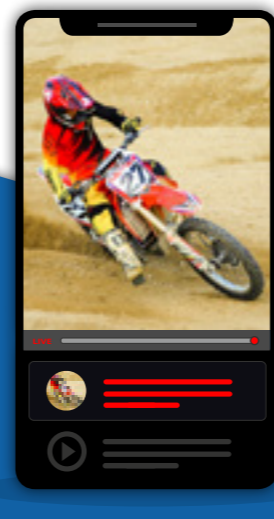


2. CAPTURE & HOST LIVE STREAMS OF EVENTS

Use IP cameras at your events and create a professional live feed with low cost cloud services.

Capture live streams and offer catch-up services on a self-serve portal.

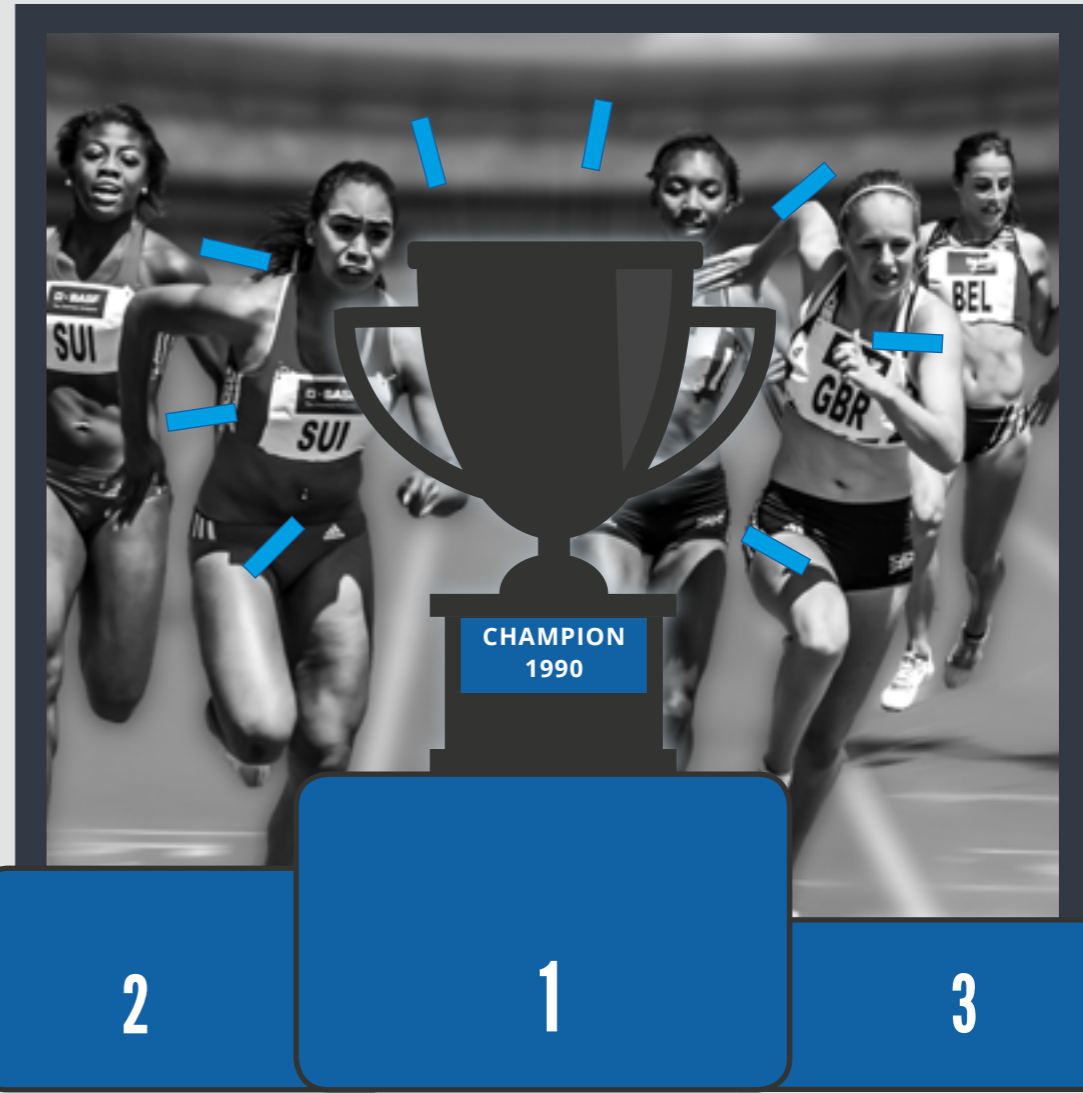
37% of US sports fans now watch live sport on non-tv devices such as PCs and mobiles.



3. TELL YOUR SPORT'S STORY THROUGH ARCHIVE CONTENT

Make the most of your sporting legacy and capture your fans' interest with nostalgic and exclusive archive content, especially off-season and between events.

Provide deeper insight into the history of the sport and the lives of athletes.



4. DELIVER CONTENT TO MEDIA PARTNERS

Offer a better user experience to broadcasters and media partners with properly catalogued high-resolution content, high-speed delivery, accurate searching and online previews.

This is key to increasing coverage and raising the profile of your sport.



5. BUILD EXCITEMENT & PROMOTE EVENTS

Use social media video to reach fans and promote events 24/7.

Create momentum around Pay-Per-View events with compelling stories that build an emotional connection with fans and leaves them wanting more.



NEW SPORTS REPORT

Levelling The Media Playing Field In Sport

New digital channels are providing smaller sports organisations with new opportunities to share content & compete with the big boys.

But can they react fast enough?



GET IN TOUCH

To discuss your video management and distribution challenges, please contact us and one of our specialists will be in touch.

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