



***DIGITAL CONTENT
REACH & VIEWERSHIP***
WORKSHOP

VIENNA, JULY 1ST 2023

MARIO LEO, RESULT SPORTS

ABOUT RESULT SPORTS

MONITORING



RESULT SPORTS

- CONTENT
- COMMUNITY
- MARKETS
- KPIS & OPPORTUNITIES
- ANALYTICS & INSIGHTS
- BENCHMARKING

STRATEGY



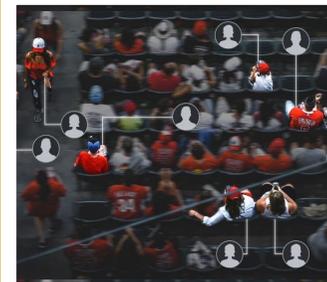
- ATHLETE, CLUB/ LEAGUE OR FEDERATION
- CONTENT/ COMMUNITY DEPARTMENT
- INTERNATIONALISATION
- MONETISATION

MONETISATION



- WEB/ MOBILE & SOCIAL MEDIA
- CONTENT ASSETS
- COMMUNITY
- PARTNERSHIPS
- ACTIVATION

EDUCATION



- SEMINARS
- WEBINARS
- WORKSHOPS
- CERTIFICATION
- EDUCATIONAL MODULES
- UNIVERSITY DEGREES

SPORTS SOCIAL RESPONSIBILITY



- SOCIAL RESPONSIBILITY
- EDUCATION
- HEALTH
- SUSTAINABILITY
- DIGITALISATION
- SOCIETY EVOLUTION

DIGITAL DATA APPROACH OF RESULT

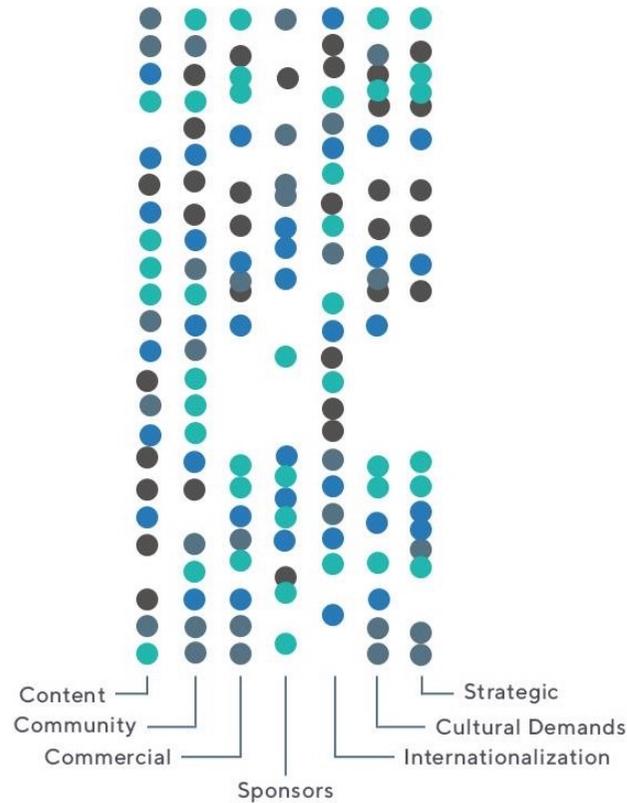
DATA

RESULT Sports monitors 28 social platforms in terms of content (impressions, reach and engagement) and community (demographics and engagement).



ANALYSIS

The RESULT Sports quality processing enables for each KPI or Objective any required insight allocation to enable a clear and dedicated processing.



DECISIONS

Based on the sophisticated and transparent RESULT Sports approach in the first two phases all partner clubs are able to make clear and predictable decisions.

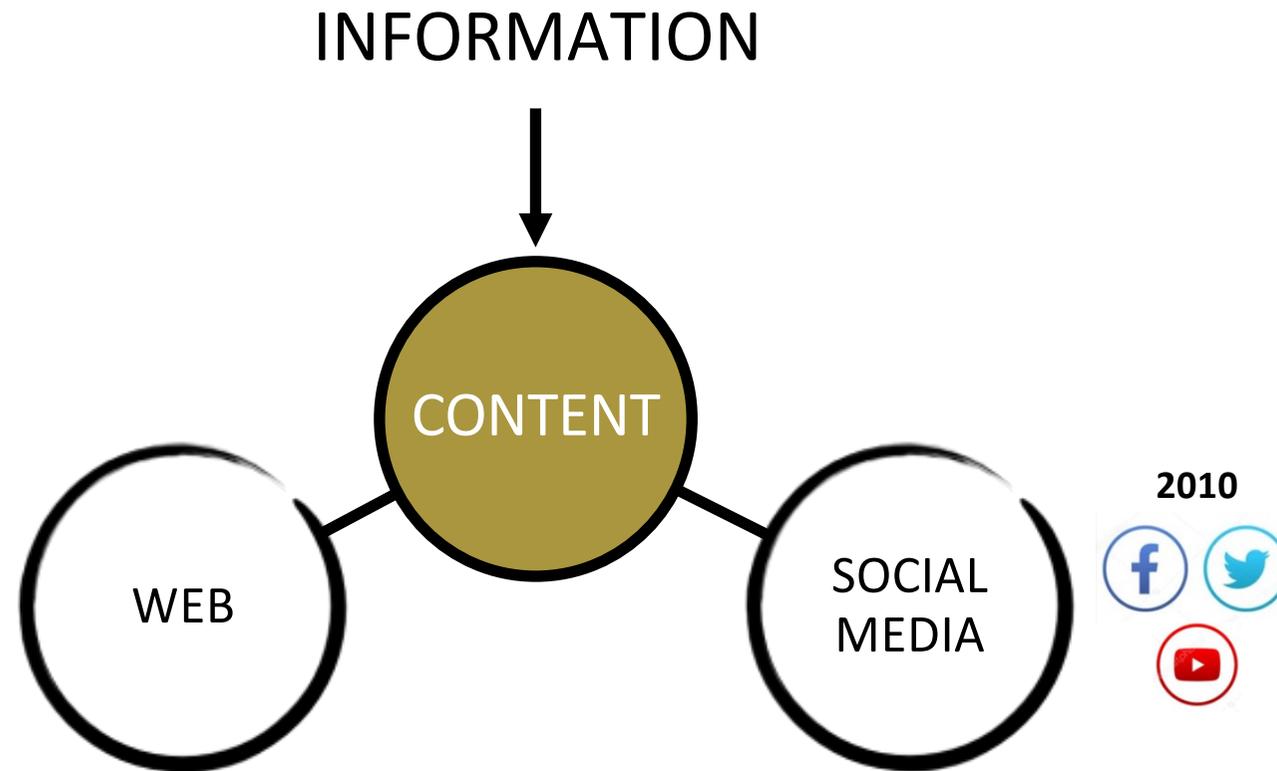


WHERE SHALL WE
START

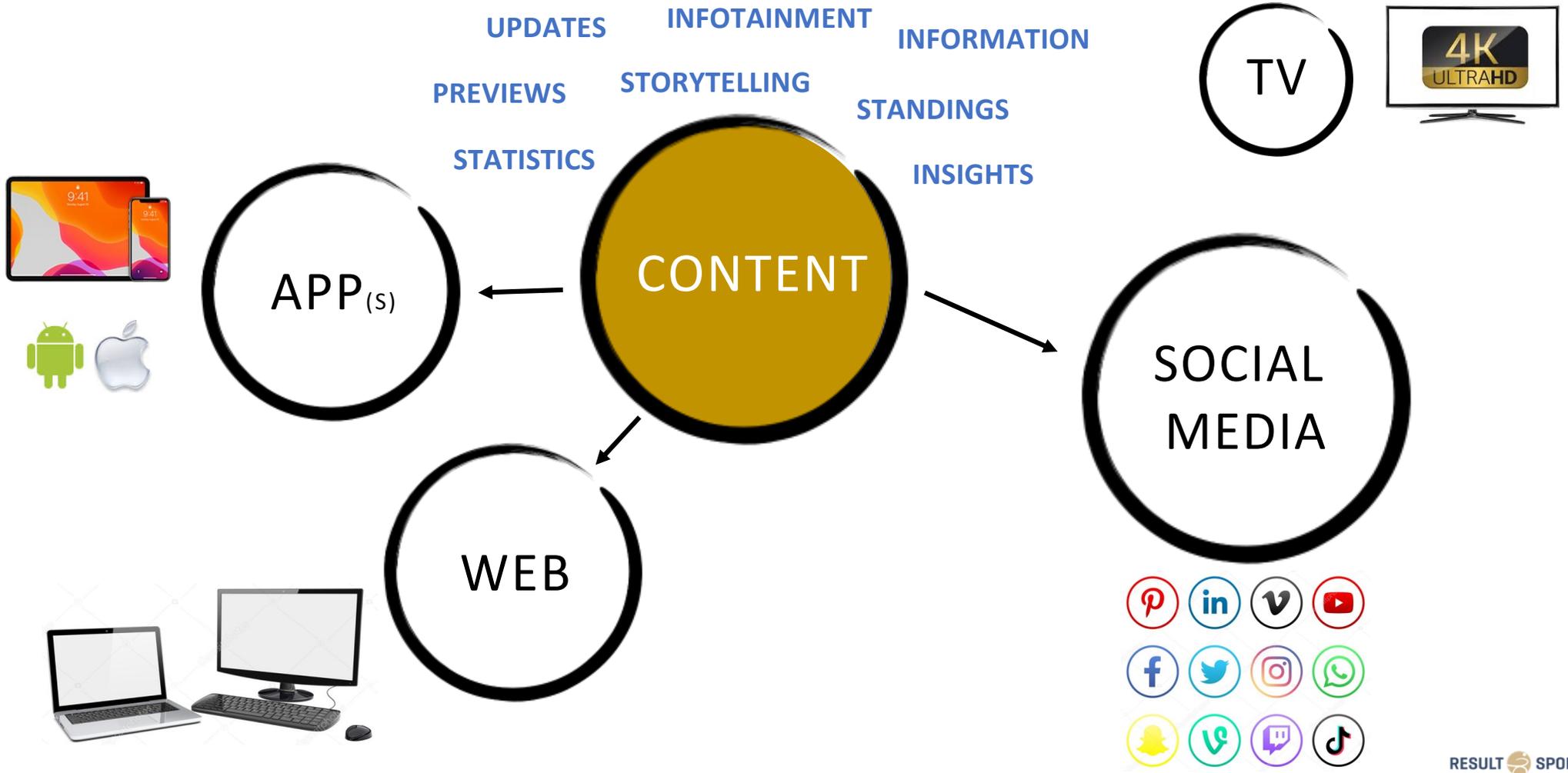
?



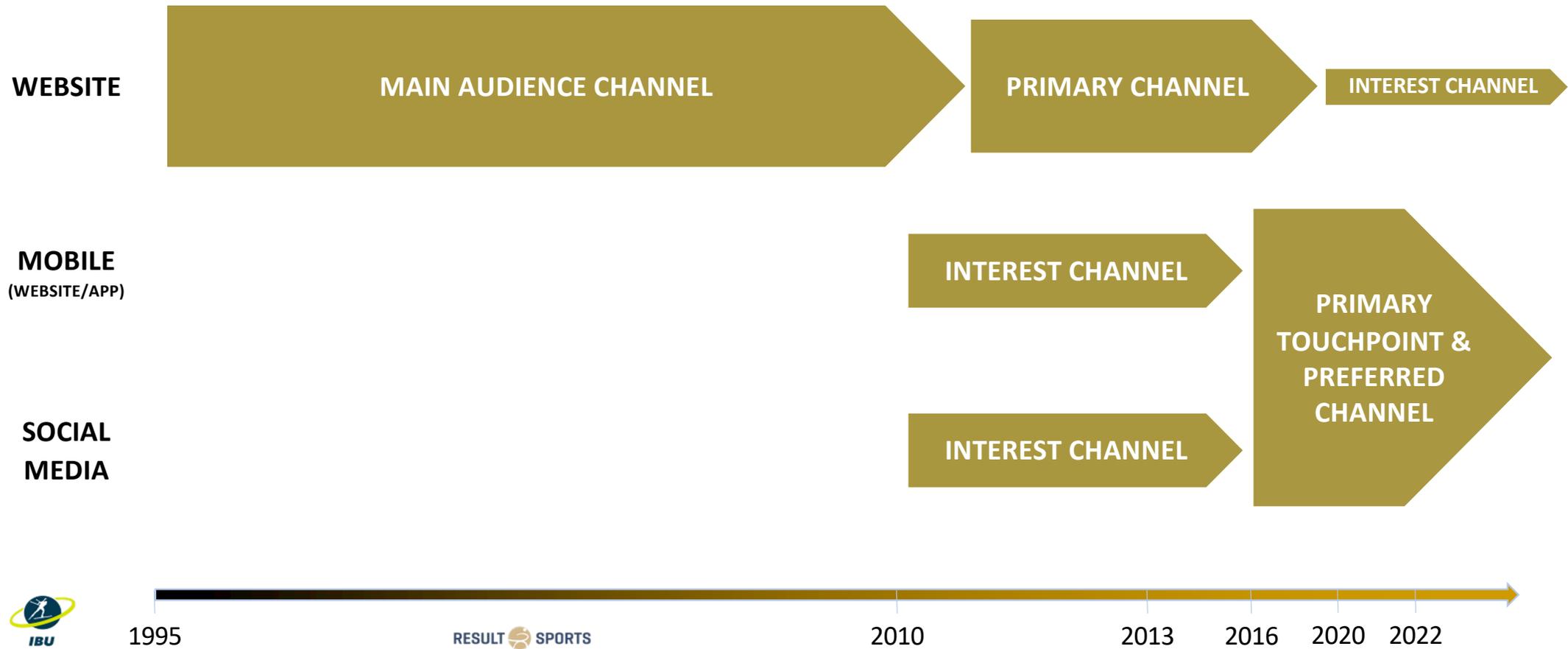
LETS START WITH THE ,EARLY DAYS'



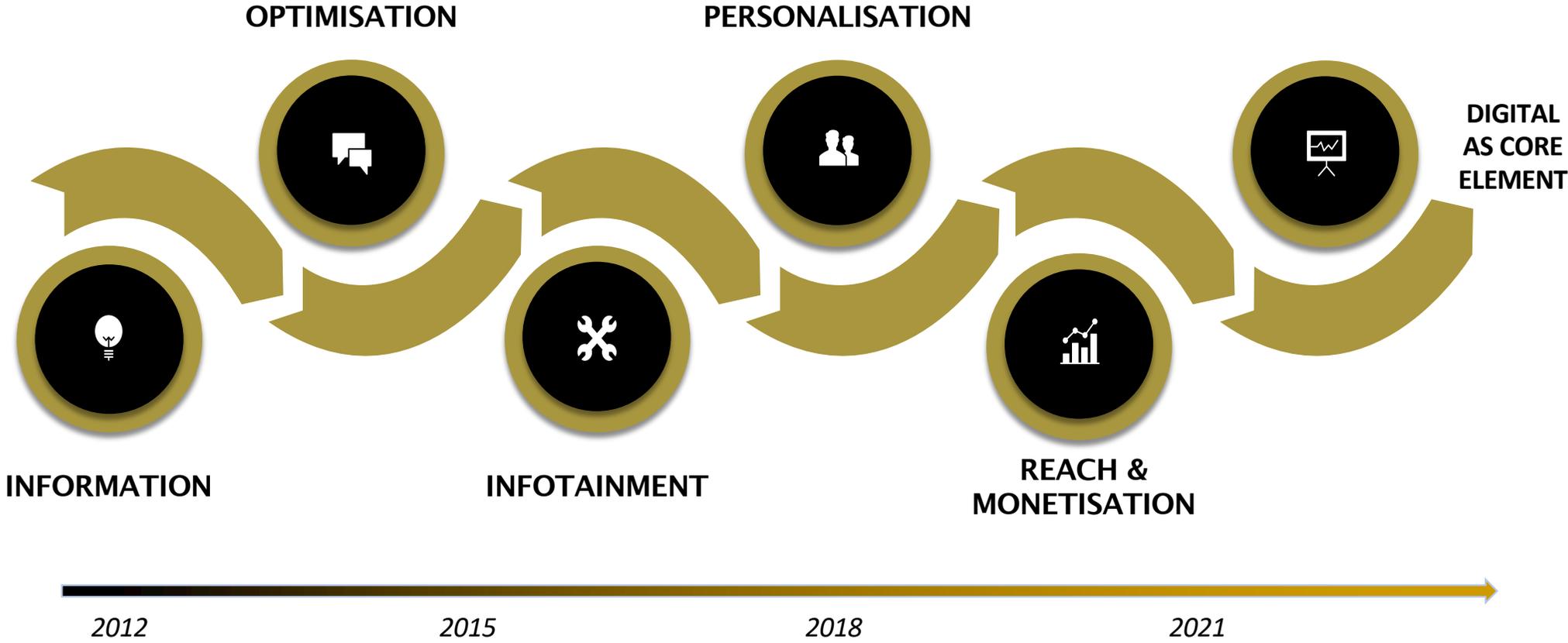
STATUS QUO... ALWAYS MORE!



DIGITAL AUDIENCE EVOLUTION CYCLES



DIGITAL CONTENT EVOLUTION



DOPAMINE – THE ONLINE TRIGGER...



WANT TO FIND SOMETHING...

- BOREDOM
- CURIOSITY
- INTEREST



TAKES THE MOBILE AND LAUNCHES SOCIAL MEDIA APP



CHECK STATUS & TAKES A LIKE OR ENGAGEMENT AS REWARD



DOPAMINE LEVEL IN BRAIN INCREASES AND WANTS MORE...



ONLINE TIME GETS EXTENDED AND NEW TRIGGERS BEING SEARCHED

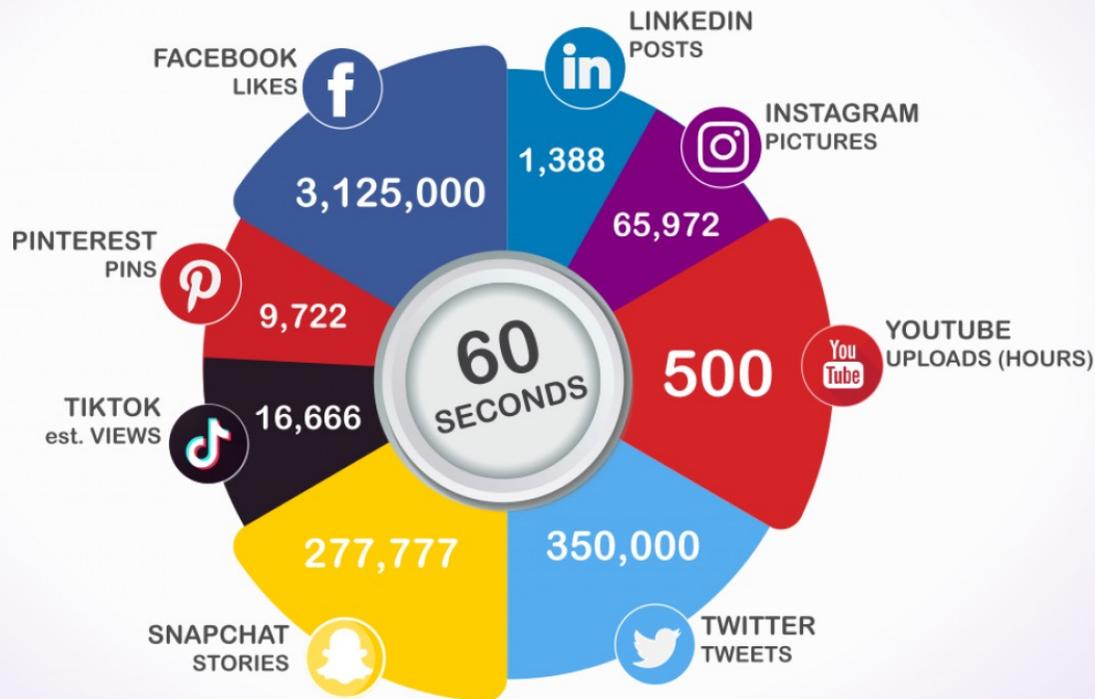
**RELEVANT
CONTENT**

**ACTUAL
CONTENT**

**STARS,
PERFORMANCE
& VALUE**

HOW NICE IT WOULD BE, IF JUST US & OUR FANS WOULD BE ON SOCIAL MEDIA...

What Happens Every 60 Seconds Online?



FACEBOOK

- 1.2 billion monthly active users.

YOUTUBE

- Almost 5 billion videos are watched on YouTube every single day.

INSTAGRAM

- Most Instagram users are between 16-35 years old.

TWITTER

- The “relevant life” of a single tweet is 24 minutes

LINKEDIN

- 2 new accounts every second

SNAPCHAT

- 360 million monthly active users

PINTEREST

- 335 million active Pinterest users >95% Female (!)

TIKTOK

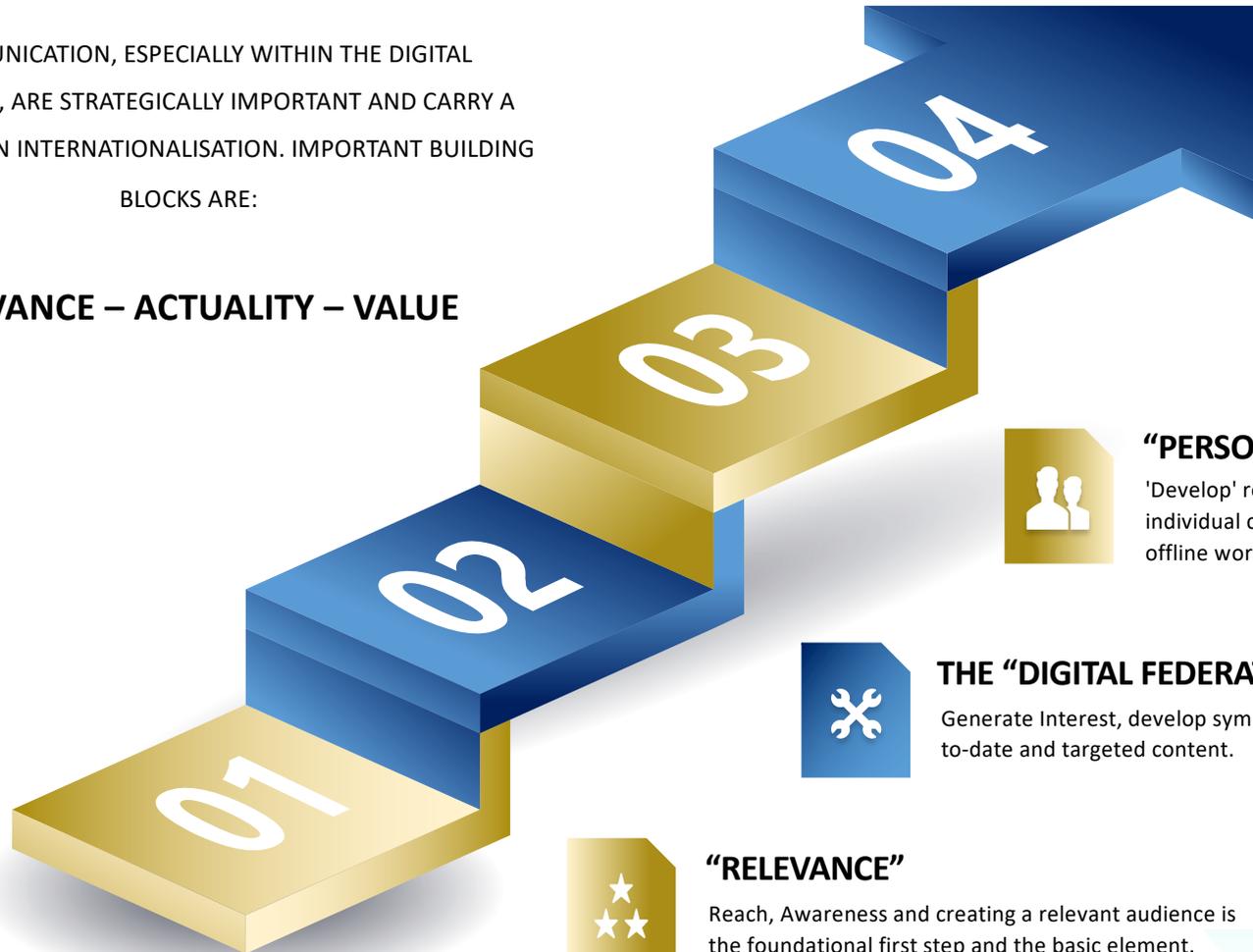
- Average Session duration is 40 minutes (!)

DEVELOP A COMMUNITY OF VALUES

COMMUNICATION, ESPECIALLY WITHIN THE DIGITAL PLATFORMS, ARE STRATEGICALLY IMPORTANT AND CARRY A CORE ROLE ON INTERNATIONALISATION. IMPORTANT BUILDING

BLOCKS ARE:

RELEVANCE – ACTUALITY – VALUE



“RELEVANCE”

Reach, Awareness and creating a relevant audience is the foundational first step and the basic element.



THE “DIGITAL FEDERATION EXPERIENCE”

Generate Interest, develop sympathy - achieve cultural needs with up-to-date and targeted content.



“PERSONAL & INDIVIDUAL”

'Develop' real fans out of sympathizers - enable recognition with individual content and personal interactions. Linking the online and offline world.



“COMMUNITY OF VALUES”

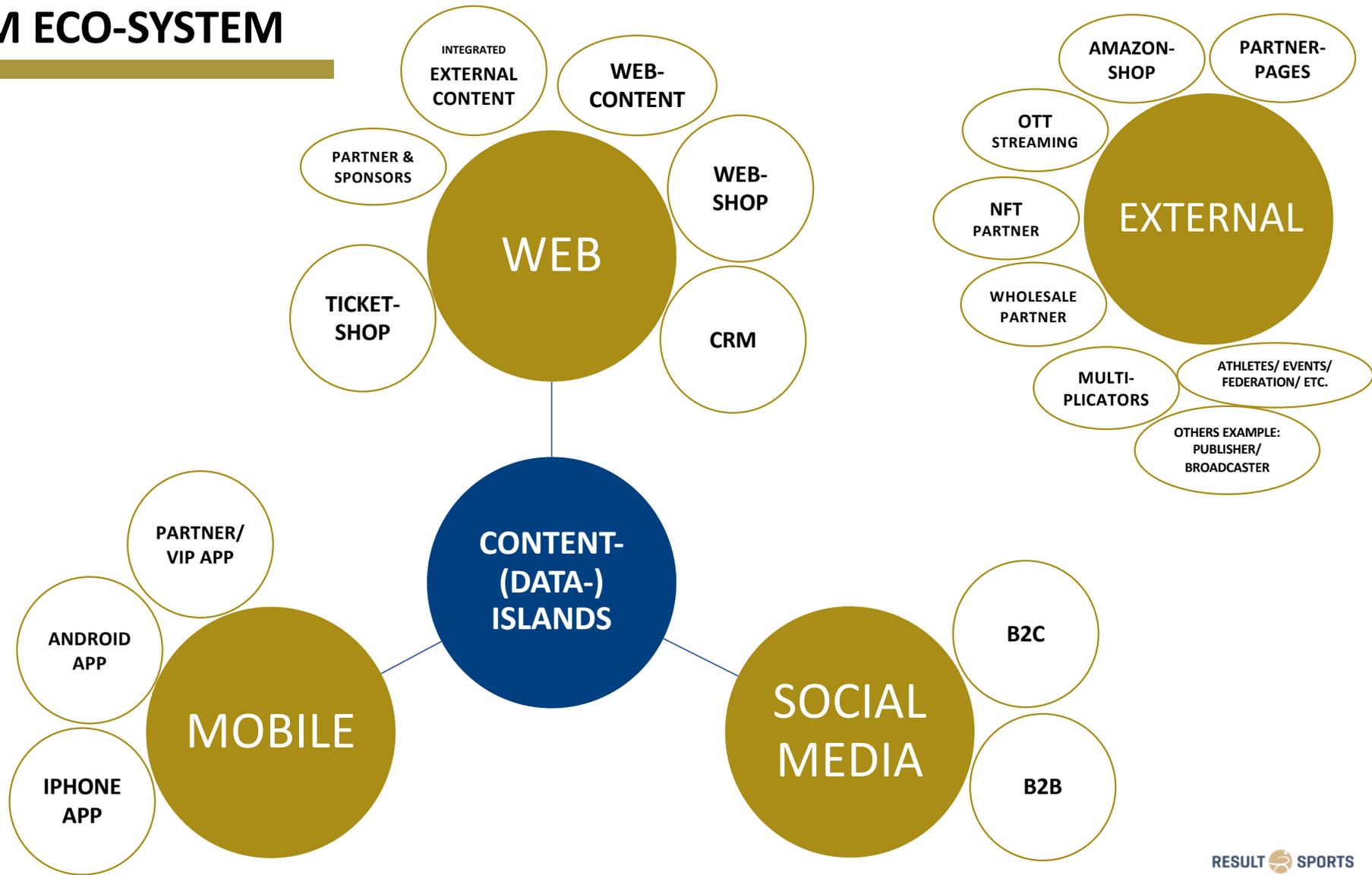
Establish social responsibility. Generating new sources of income, both through consumption by the international target group and through sponsors.

DIGITAL & (ESPECIALLY) SOCIAL MEDIA
IS CONSTANTLY
CHANGING & EVOLVING

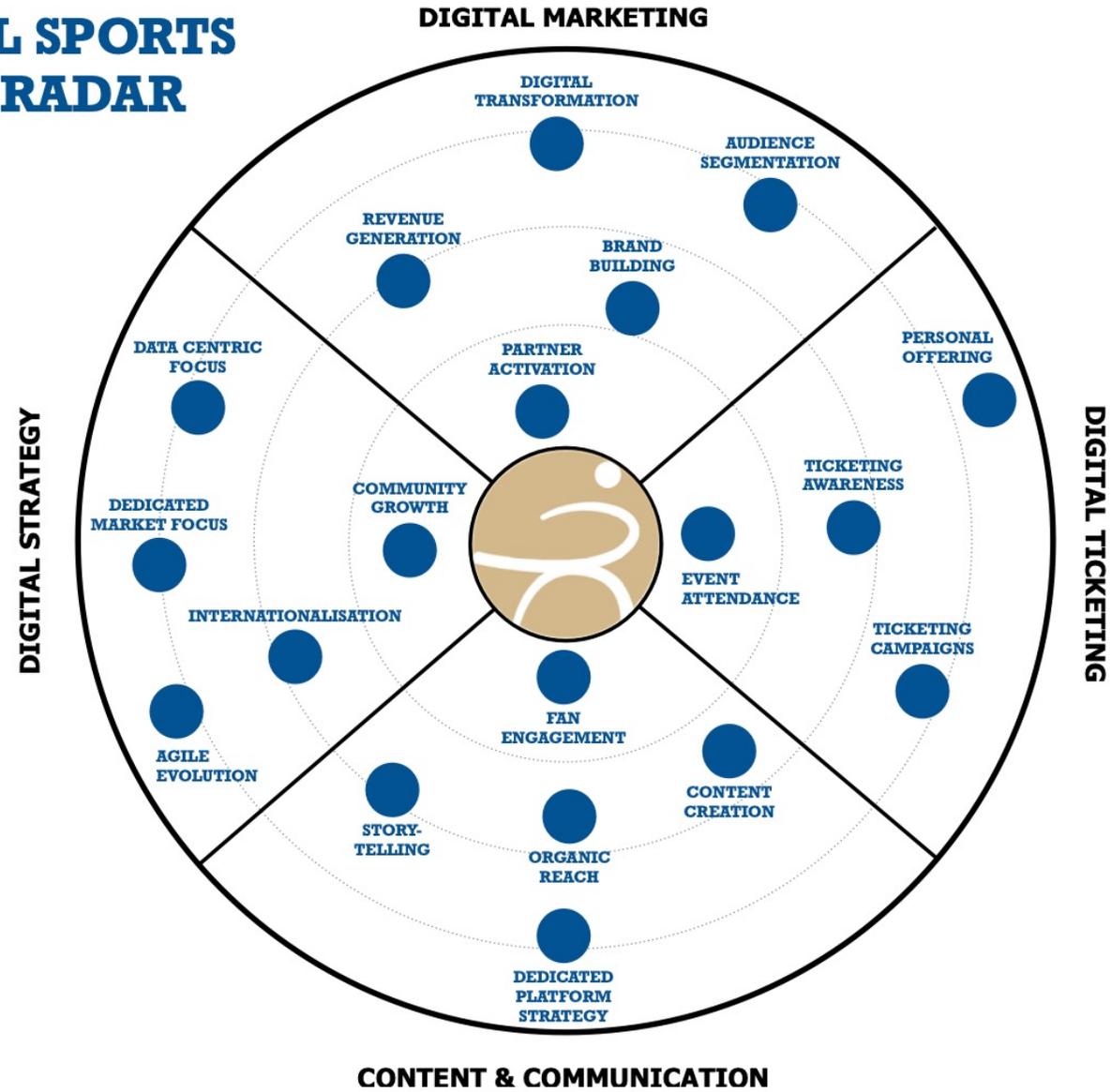
A STRATEGY IS KEY



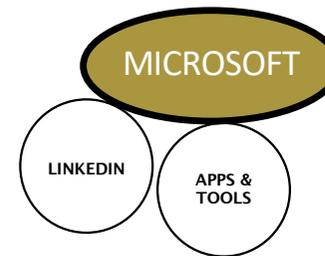
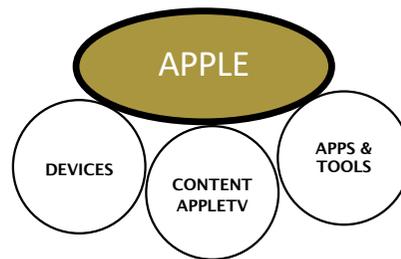
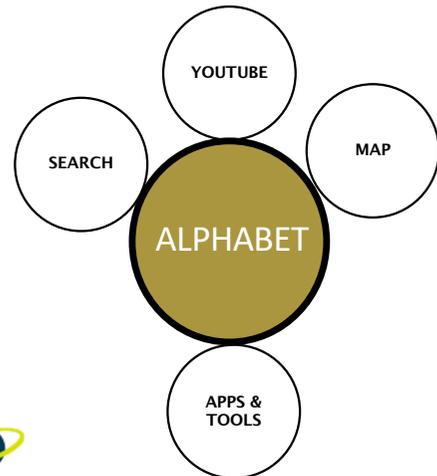
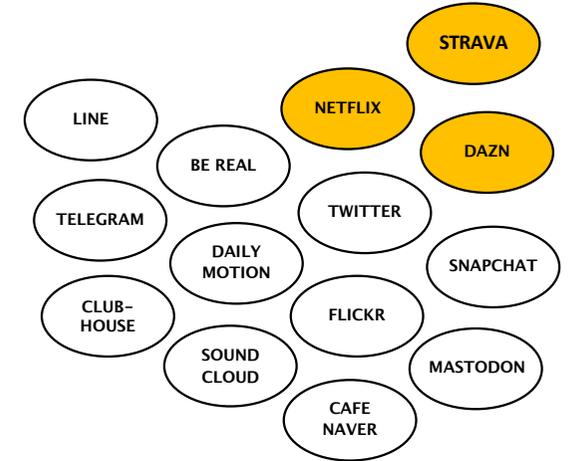
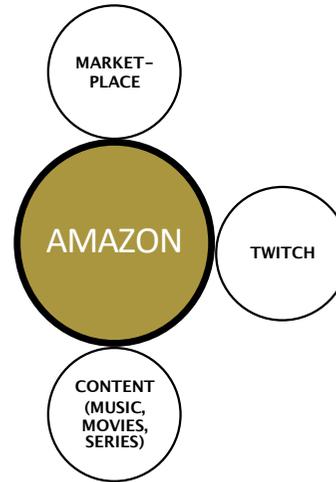
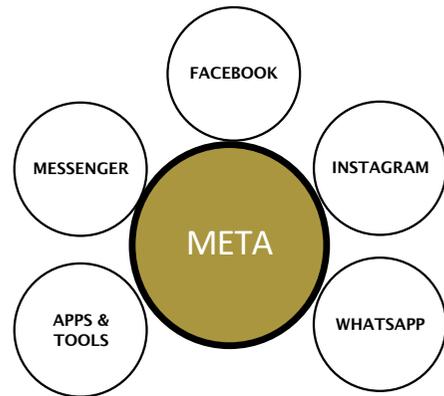
PLATFORM ECO-SYSTEM



DIGITAL SPORTS TREND RADAR



DEFINE GOALS & OBJECTIVE PER PLATFORM



SO HOW DO WE
PROCEED?

UNDERSTAND THE AUDIENCE

1

PLATFORM	ACTIVE USER IN EUROPE	ACTIVE USER IN THE WORLD
FACEBOOK	370 MILLION	2,400 MILLION
INSTAGRAM	300 MILLION	1,800 MILLION
YOUTUBE	350 MILLION	2,300 MILLION
TIKTOK	300 MILLION	1,000 MILLION
TWITTER	75 MILLION	400 MILLION

THE SINGLE USER ANALYSIS

120 MINUTES ACTIVE ON SOCIAL MEDIA
(ON A SINGLE OR MULTIPLE) PLATFORM(S)

EVERY SINGLE SOCIAL MEDIA USER IS
REGISTERED ON FOUR SOCIAL MEDIA
PLATFORMS ON AVERAGE

50 MILLION SOCIAL MEDIA USERS
GLOBALLY INDICATE INTEREST IN
BIATHLON (35 MILLION IN EUROPE)

4.5 BILLION PEOPLE GLOBALLY
USE SOCIAL MEDIA
(IN EUROPE THERE ARE 430 MILLION)

SOCIAL MEDIA AUDIENCE INTEREST IN SPORTS IN EUROPE

VOLLEYBALL



50 MILLION

FOOTBALL



180 MILLION

HANDBALL



45 MILLION

BASKETBALL



50 MILLION

BIATHLON



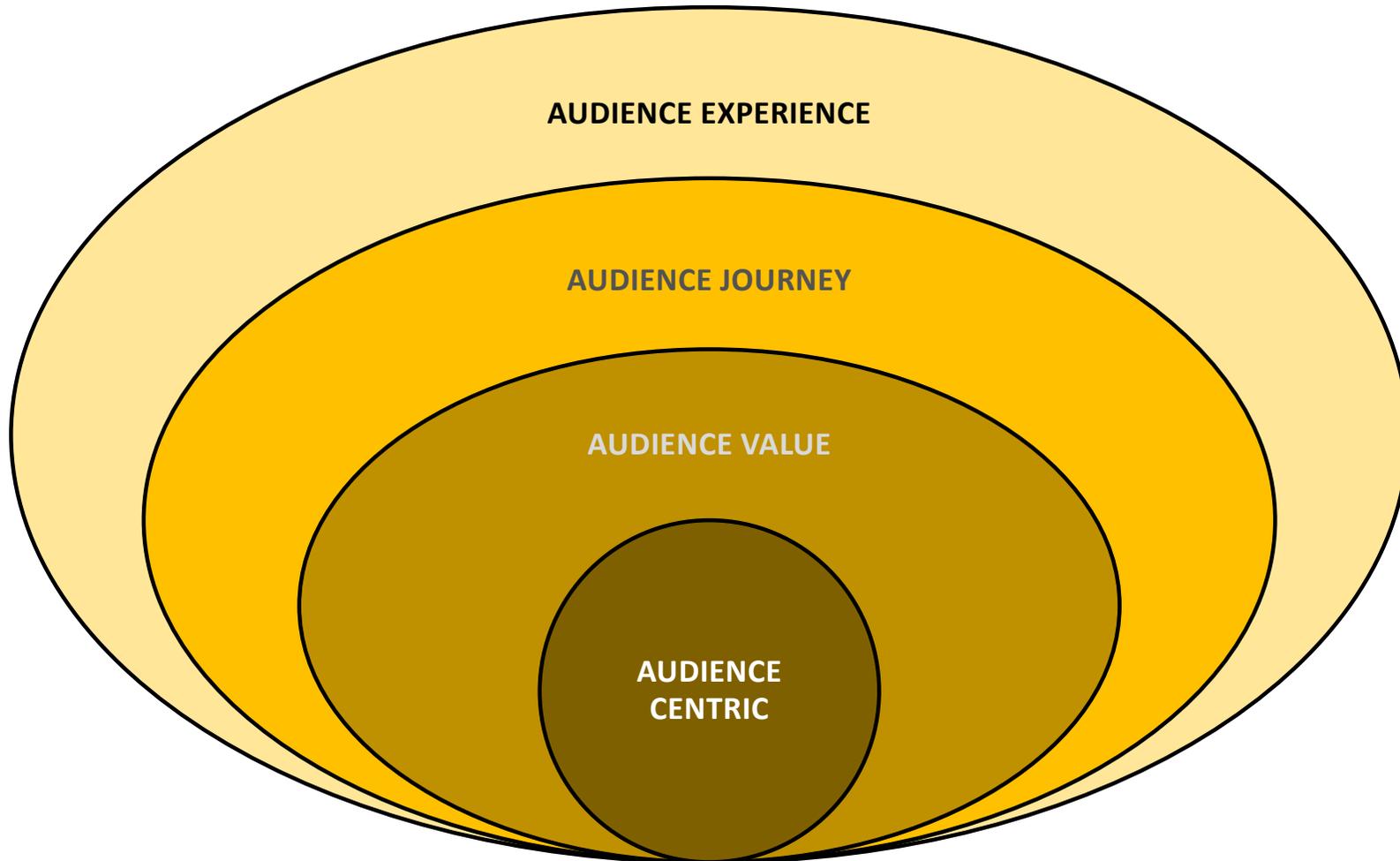
35 MILLION

ICE HOCKEY

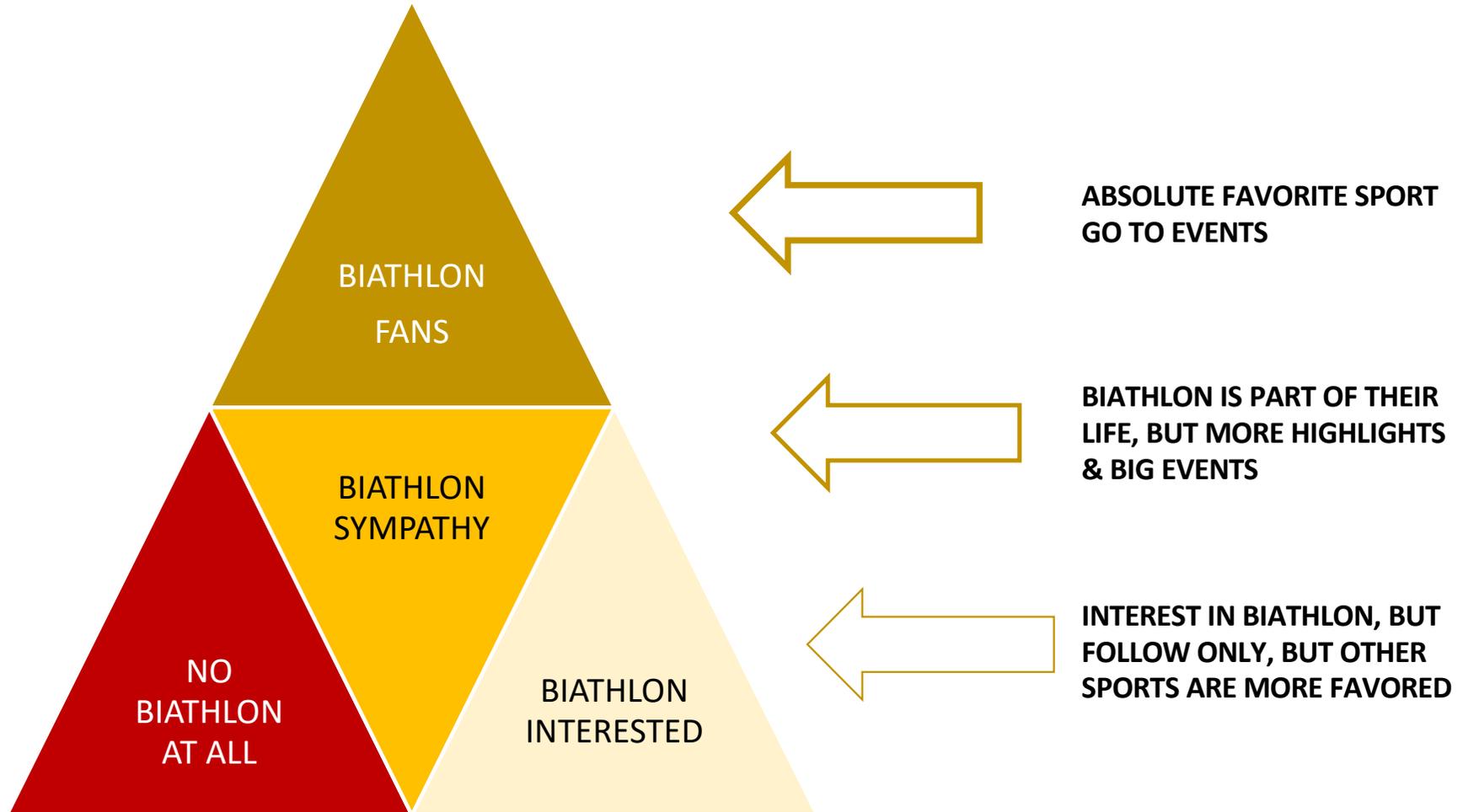


35 MILLION

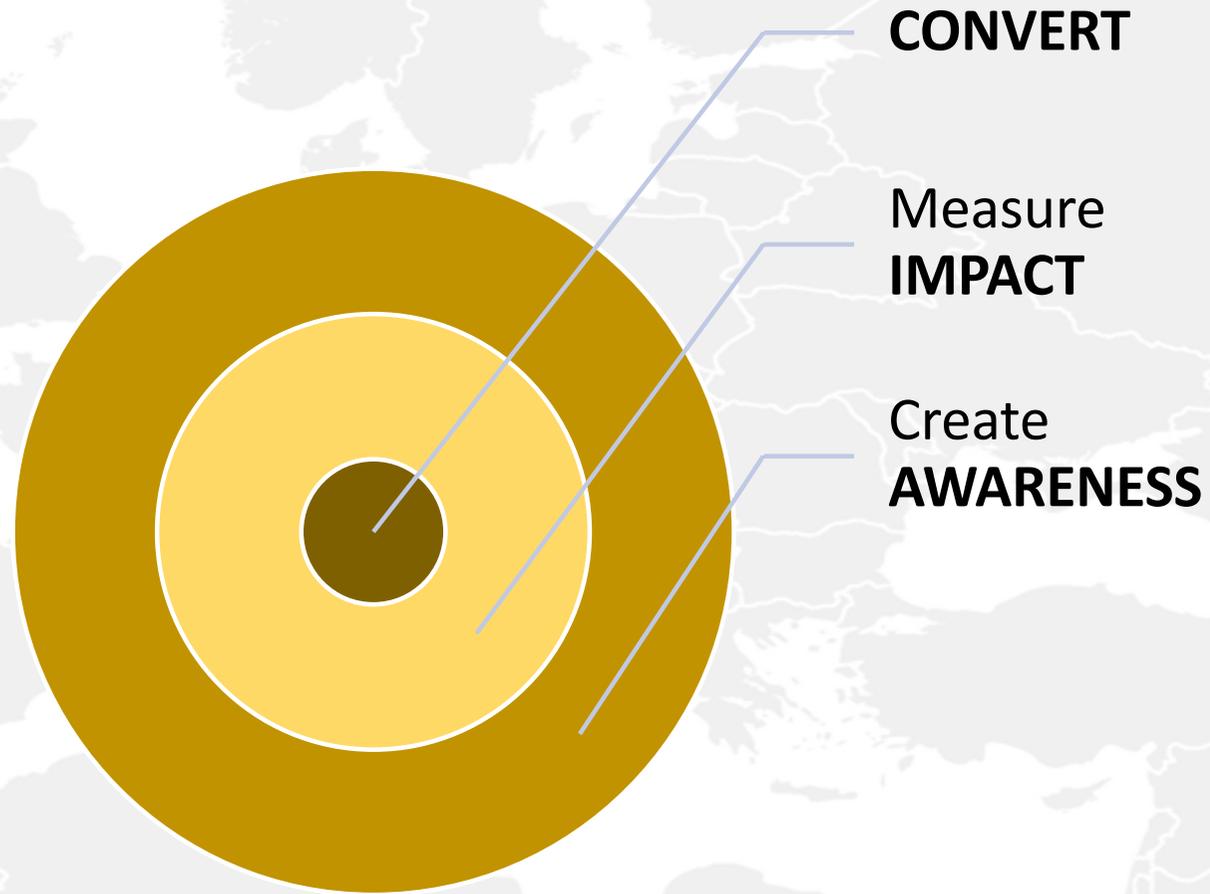
AUDIENCE CENTRIC ENGAGEMENT



THE AUDIENCE ON SOCIAL MEDIA



DATA CENTRIC FOCUS



IT'S AN ORGANISATIONAL EVOLUTION

2

PLATFORM-REQUIREMENTS

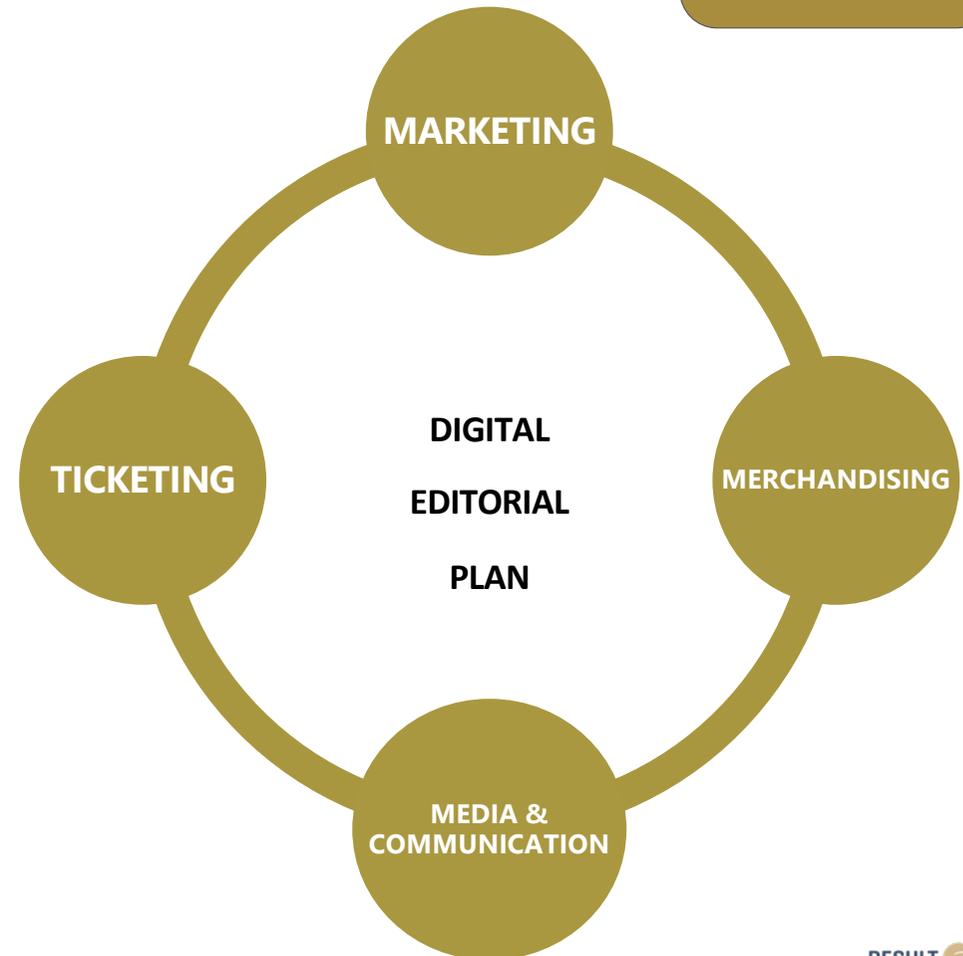
Not all content formats achieve the same impact on the various platforms.

TARGET AUDIENCE-REQUIREMENTS

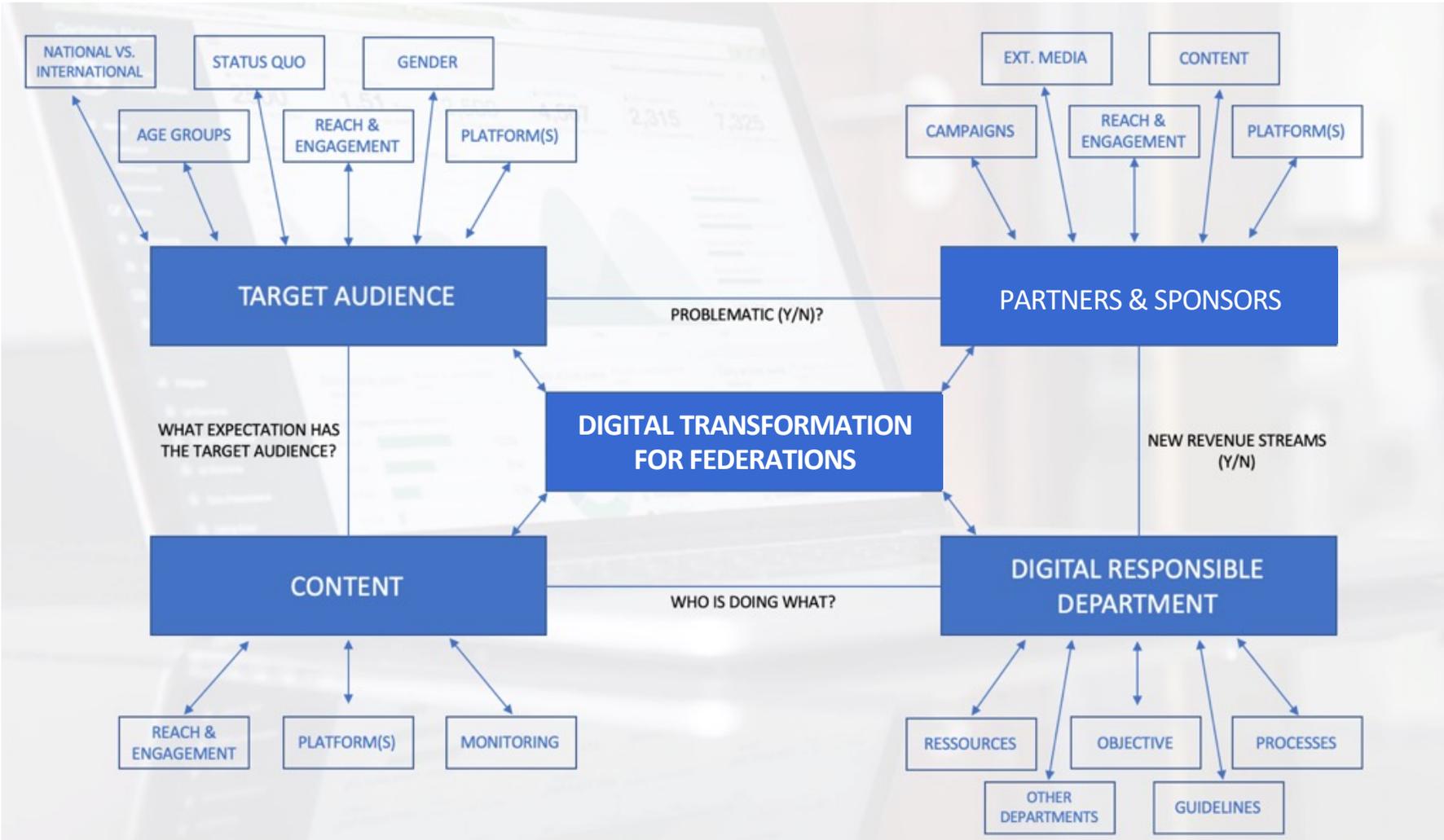
The Target Audience has a certain content expectation:
Relevance, Actuality & Values are Key

DEPARTMENT-REQUIREMENTS

All departments in a sport organisation has requirements for the digital platforms.



IMPORTANT TO CONNECT ROLES & RESPONSIBILITIES



CONTINUITY & QUALITY

3

PUBLISH YOUR POSTS REGULARLY

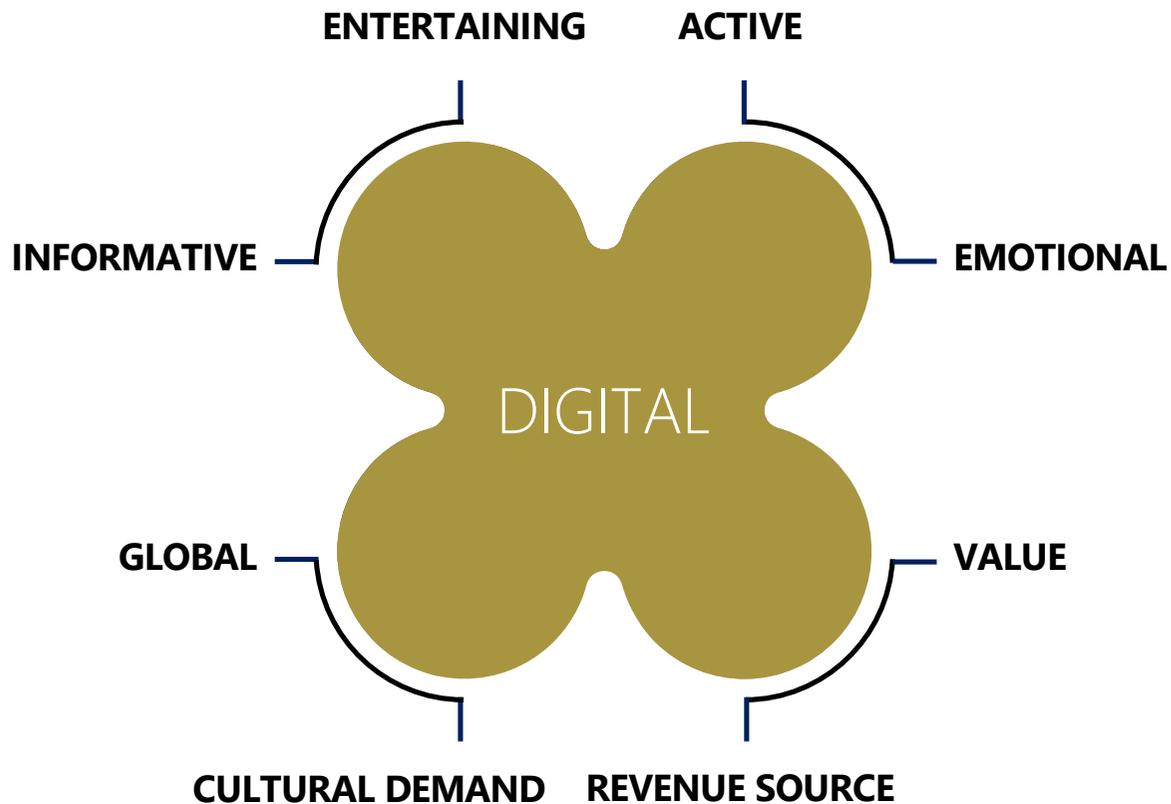
- This ,assists‘ the mathematical platforms to ,remember‘ you

FAST & DIRECT

- Social media not only react faster than any other form of communication, but also without any major detours via the classic press.
- Chance: Information advantage over classic media; in the case of athletes, the message is genuine and unexpected because it does not go through the press.
- Risk: Danger of being “too fast”, certain journalistic due diligence obligations are sacrificed due to topicality, journalistic quality filter is missing - criterion of relevance of a message

OPEN & TRANSPARENT

- (Almost) Everything is in public. Only those can build trust who take this form of communication seriously - of course with justified restraint, for example in private.
- Chance: Authenticity, Credibility of Digital Media
- Risk: Openness is exploited, especially for female athletes: from “pick-up lines” to stalking



CONTENT

STATUS QUO

Content requirements do change very frequently in social media. Sometimes driven by technology changes on the platforms, most of the time by the ever growing demand of the target audience.



RELEVANCE

One core attribute, which is demanded by the audience is RELEVANCE



ACTUAL

To get the message out, before others do is highly critical. The fan wants to be always up-to-date and requires a knowledge advantage in his friend circle.



VALUE

Get insights into areas, where a common person does not get in a sport club. Promotions and Competitions with money can't buy prices achieve highest participation.



MONITORING

Analysis & Monitoring are more than ever critical to get the right content into the right platform to enable the best possible results in the target audience.

UNDERSTAND WHEN THINGS WORK



WHEN IS THE DIGITAL COMMUNITY ONLINE?

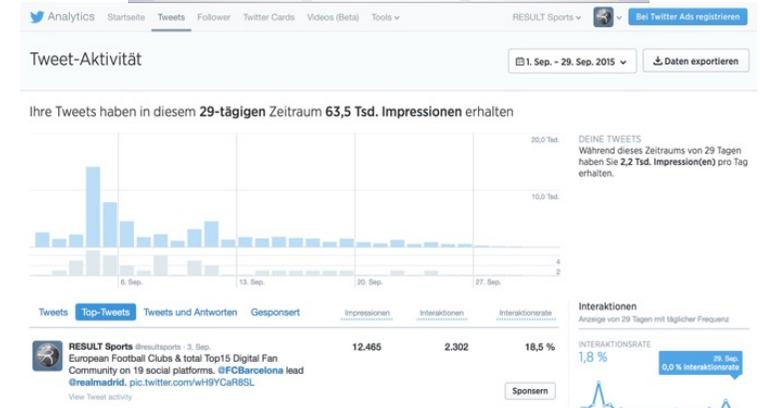
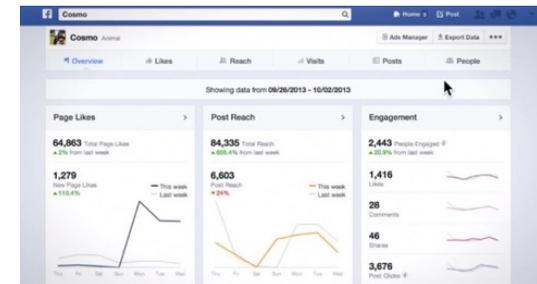
- BASICALLY, THE SMARTPHONE IS USED FOR ABOUT 16 HOURS A DAY.
- HOWEVER, ALL STATISTICS SHOW LIMITED USE OF SOCIAL NETWORKS DURING (OFFICIAL) WORKING HOURS.

MONITORING IS KEY

- AS THERE IS SO MUCH HAPPENING ACROSS THE DIGITAL PLATFORMS, IT IS BECOMING NOT ONLY NECESSARY, BUT MISSION CRITICAL FOR:

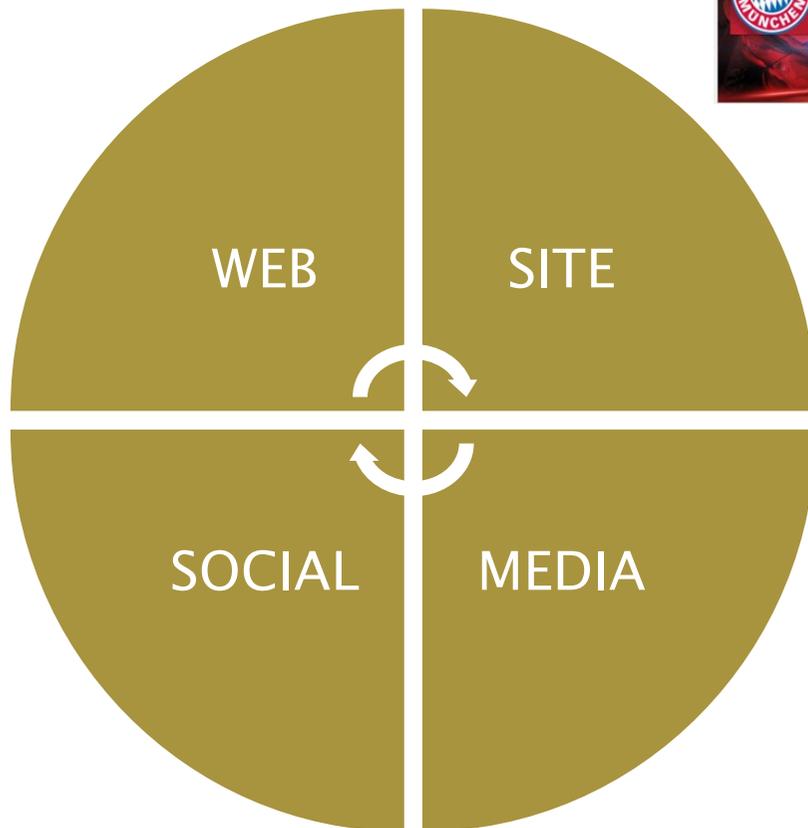
COMMUNICATION – MARKETING – TICKETING

PLATFORM	BEST TIMING		BAD TIMING
FACEBOOK	Weekdays 16:00 – 21:00	Weekends 12:00 – 17:00	22:00 – 07:00
TWITTER	AS & WHEN THINGS HAPPEN'	AS & WHEN THINGS HAPPEN	23:00 – 06:00
INSTAGRAM	Weekdays 17:00 – 22:00	Weekends 11:00 – 23:00	00:00 – 08:00



GENERATE NEW REVENUE STREAMS

5



DKB Das kann Bank

PARADENQUOTE SAISON 22/23

NIKLAS LANDIN	TW	36,97 %
DAVID SPATH	TW	36,13 %
NEBOJSA SIMIC	TW	34,81 %
MIKAEL APPELGREN	TW	34,14 %
KEVIN MÖLLER	TW	33,38 %



MARKETING ENGAGEMENT

GROWTH & REACH

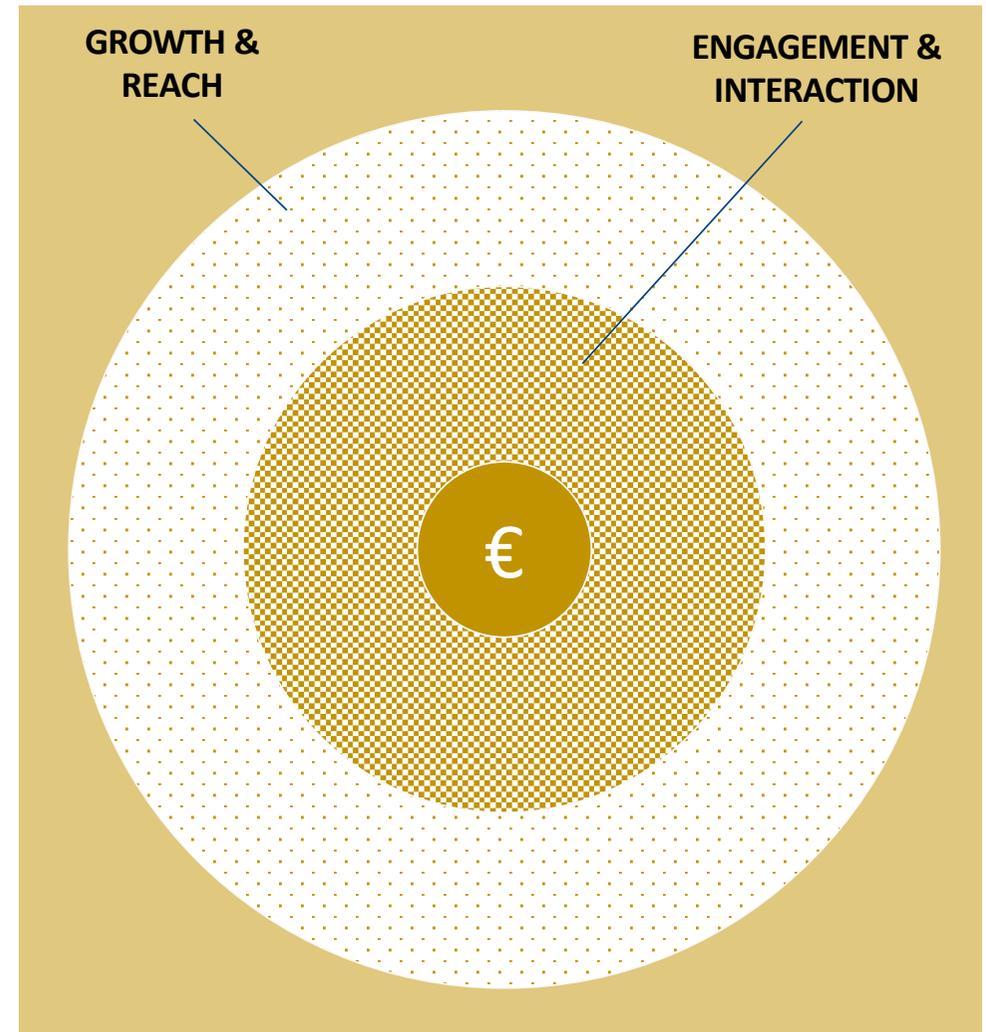
- Growing a digital communities during a major tournament is a key driver.
- While planning the content, it is crucial to consider the best possible impact & relevant platform the achieve maximum reach.

ENGAGEMENT & INTERACTION

- Distribute the content exclusively on the dedicated platform, which will achieve best possible engagements.
- ENGAGEMENT is key to higher organic reach on Facebook

MONETISATION

- Large fan community enable commercial opportunities.
- Generate new revenue streams with the digital platforms.
- Compensate commercial partners by smart integration



AGILE EVOLUTION TO ENSURE SUCCESS

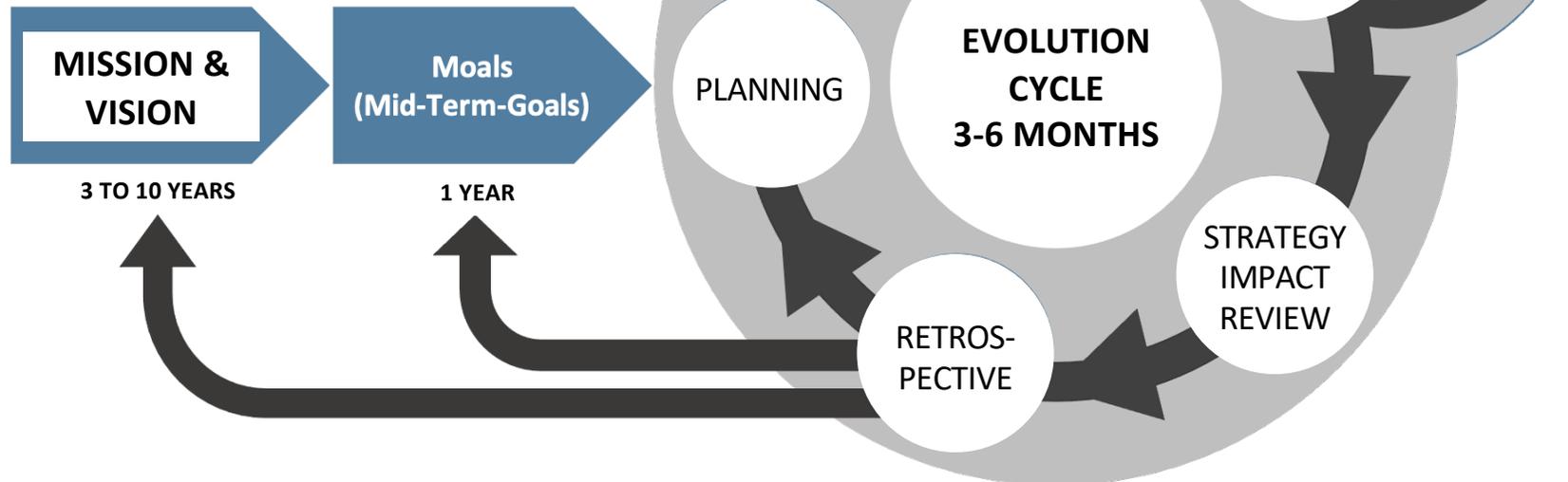
6

KPI=
~~Key Performance Indicators~~

The New Leadership

KPI

Keep people interested
Keep people informed
Keep people involved
Keep people inspired

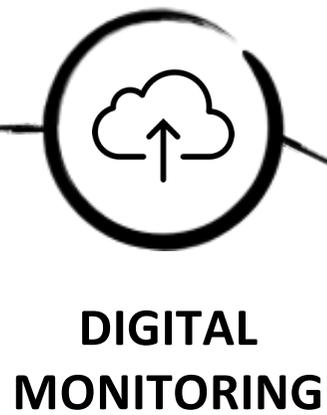


SUMMARY

- 1) **A. A DIGITAL STRATEGY IS CRITICAL**
B. DETERMINE GOALS & OBJECTIVES
 - 2) **ORGANISATIONAL EDUCATION**
 - 3) **CONTENT PLANNING & PRODUCTION**
 - 4) **MONITORING WILL PROVIDE HUGE BENEFITS**
 - 5) **PARTNERSHIP REVENUE GENERATION**
 - 6) **STEADILY EVOLVE**
- REMAIN CURIOUS & FOCUSED & DETERMINED!!!**



THANK YOU



MARIO LEO



FOUNDER & CEO
RESULT Sports



E. mleo@result-sports.com
W. www.result-sports.com



@RESULTSports
@marioleo71



facebook.com/RESULTSports



RESULT  SPORTS