

WHITE PAPER

Turning a fan base into a community

Sports multimedia production brings
mobile fan engagement



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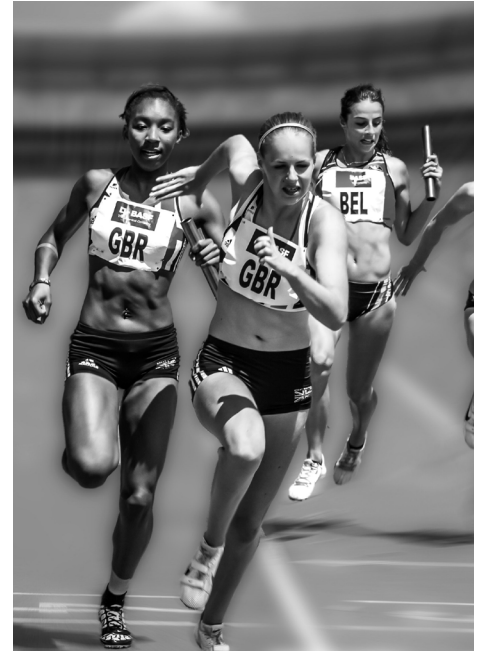


Warm-up is getting hotter

Sports have evolved from being venue-attended live events to mobile media experiences with direct fan interaction across digital properties. Content needs to be made available at all times, on all devices for the always-on culture. [The University of Florida College of Journalism and Communications in their commissioned 2019 study for Sports Marketing Quarterly](#) stated “Sports fans’ usage of smartphones continues to change the landscape of sports fan behaviors and engagement, such as their relationship with teams and players. For example, the 24/7 access allows fans to consume, participate, analyze, critique the game, players, and coaches in real time. By understanding sports consumption behaviors on smartphones, sports marketers can better tailor sports-related or team-specific content.”

As consumption of sports has evolved, so has the nature of sports content. No longer just game footage, ‘sports content’ now refers to a wide gamut of pieces from player, coach and fan interviews, key highlights, warm-up experiences, training recaps, meal preparation, even player lifestyle and interests. Sports coverage is now about finding and nurturing the larger and most engaged fan base, across all generations, cultures, and geographies.

Today, sports content is about bringing fans closer to their hero.



Don’t take your eye off the ball!

Change ultimately brings more challenges. The core business as a sporting organization around rights, tickets, events, experiences, and merchandise has also become a fully functioning media and technology operation, typically without the full resources needed for such changes. This includes mounting pressure to be present where the audiences are. When it comes to preferred platforms for sporting events, [Millennials preferred TV streaming options over cable options, according to a whitepaper from consulting firm, Deloitte](#). Franchises and organizations alike are now providing content to their fans that is relevant to their interests, keeping them engaged, posting on a regular basis with a rich editorial calendar, and drawing them back to their digital properties.

The challenge with the modern mobile audience is determining a content strategy that’s scalable across distributed platforms. Even with COVID-19 sending fans into lockdown, the demand only increased. [Nielsen reported in April 2020](#) that from the time that COVID-19 was declared a pandemic on March 11, sports fans spent 15-20 more minutes than usual on their devices. While continuing to add value to your brand and affiliates through this content, you must also track, measure, and convert content engagement to a purchasing customer. And you must do all this while navigating around complex rights, both to the franchise and to the athletes themselves.

Just thinking about this is enough to have you call for a time out.



Going for gold

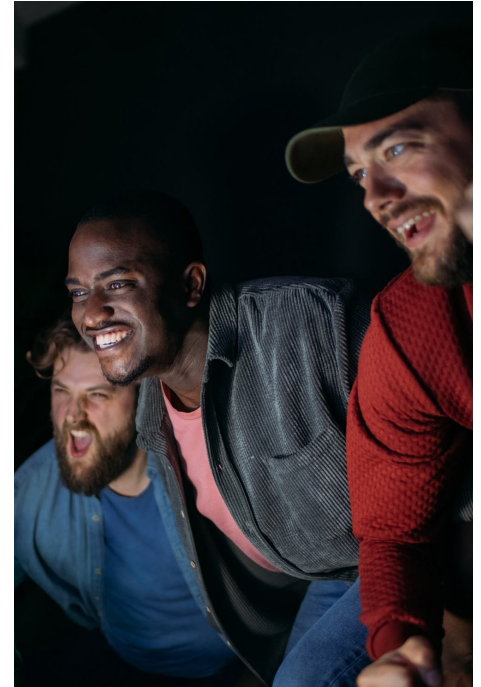
Change paves the way to a flurry of new opportunities: get closer to your fans, build a direct audience, gather data to make smarter decisions. These opportunities lead to personalized experiences, additional rights, stronger brand identity, and more dynamic sponsor packages all geared towards growing revenues. Some examples include:

- Start your own D2C service capturing subscriptions data. With an advanced understanding of your audience, you can enable CRM strategies to convert engaged audiences to purchasing customers, whether it is tickets, season passes, or merchandise.
- Expand into new territories and work with new syndication partners to establish your brand and draw audiences to your platform.
- Grow you club's business with enhanced promotions of all existing teams and the creation of new merchandise.
- Capitalize on the popularity of your players, making them your brand ambassadors. This helps strengthen sponsored content commitments.
- Introduce gamification, learning more about your fans, rewarding their loyalty, and encouraging content sharing to reach across their personal networks.

This sounds like a dream, but how can this be achieved with limited resources?

The best defense is a good offense

Branded content enables new and exciting opportunities, providing the primary communication, promotion, and interaction with an audience. Having an audience hungry for media and engagement (especially with their favorite athletes or franchises) provides a platform for monetization opportunities. At Dalet we understand these challenges and build tools to create and share your content and turn these opportunities into engaged communities. We at Dalet care greatly about the success of our customers, eager to be part of your journey in creating fans for life.





Dalet has your game-winning plan!

[Dalet Flex](#) is the perfect tool to help deliver on content strategy and scale operations with your existing team and freelancers, local and remote. Automation relieves the pressure on your content contributors and digital team by removing all technical considerations. This allows your content producers to get creative in telling great stories, crushing all your targets for reach and engagement. Providing content of varying formats, durations, and digital destinations can all be completed by Dalet Flex – the power of broadcast level operations all at the click of button.

Import: Capture that key moment

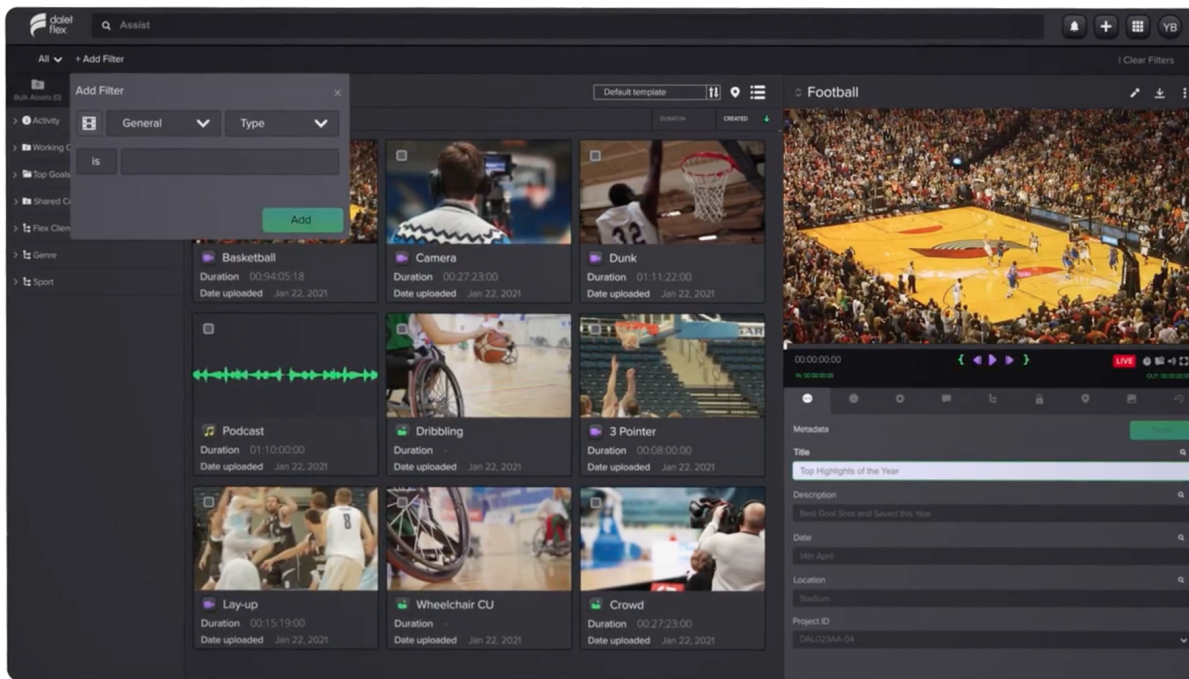
It all starts with the acquisition of content, which can be in the form of video, image, metadata, closed captions, and audio streams. Sourced from different locations including field journalists, partners, producers, and fans, Dalet Flex offers you options in content creation:

- A simple web-based upload portal to centrally capture all content produced by everyone.
- Automatically receive content from partners.
- Capture live streams, ready to use without delay.
- Capture metadata on content import.

Arsenal Football Club (UK) uses Dalet Flex to reach its global fan base, increase worldwide brand recognition and revenue, and offer service well beyond the live football match experience. The Dalet Flex solution includes workflow management for ingesting, processing, and approvals, before delivering to their viewers.

«Video is critical to football. It's all about the match, and specifically it's all about the highlights. They want to show their mates in the pub, see it on their mobile, watch it at home or on their desk at work.

– John Dollin, Senior Product and Engineering Manager, Arsenal Football Club, U.K.





Manage: Search and curate

Having rich metadata can greatly enhance your content value in several ways. Firstly, metadata makes your content more discoverable, quickly surfacing those key moments when you need them. Secondly (and often overlooked), metadata can provide meaning to rules that drive automation. Having the right metadata in place can enable a true content factory with Dalet's technology performing the heavy lifting for you.

There are many sources of metadata that can enrich your content:

- **AI:** Auto enrich your content with intelligent extraction of metadata from audio and visual properties. This includes transcription and CC generation, face detections, and tagging of objects, text, and logos that appear on screen. The use of AI also extends the potential to automate the process of creating highlights by identifying the most significant events and selecting candidate poster frames to represent the content on your digital properties.
- **Business:** This metadata reflects your business. Examples of this metadata describe your sponsors, rights, projects, campaigns, and event information.
- **Markers:** Key events within content can be manually logged or sourced from data feeds logged during live games. This information quickly enables editors to find clips for edits.
- **Spatial:** These are details of a specific region on an image or frame, particularly powerful when this metadata is combined with markers and comments used by AI and review and approval workflows.
- **Technical:** Auto extraction of all the technical properties of the content, this metadata includes duration, resolution, and frame rate.
- **Team:** Many teams under one club, each with a private section to operate independently, follow their own rules and work with their own custom, unique metadata.





All these factors can be targeted while searching for content, allowing for powerful and granular queries that can be saved and shared; but also to organize content logically. Dalet Flex offers the most comprehensive metadata capabilities on the market, allowing for extremely focused search results.

- Controlled vocabulary entry for metadata fosters consistency when metadata is manually curated in the form of tags, taxonomy, and thesauri.
- Dalet Flex manages controlled access and enables easy content discoverability. Your content is available exactly where and when you need it.
- You can drag-and-drop content into collections which can be shared to speed up the editing and publishing.
- Producers can now manage hierarchical metadata structure, content, and imagery that feeds your front-end D2C experience.
- [Dalet Media Cortex](#) saves you and your production teams hours of manual work when integrated with Dalet Flex. Our AI solution will index for you a variety of content: objects, faces, transcriptions, and more. All your hard work is automatically happening in the background.

« Champions keep playing until they get it right. »

– Billie Jean King

Create: Clips and stitch

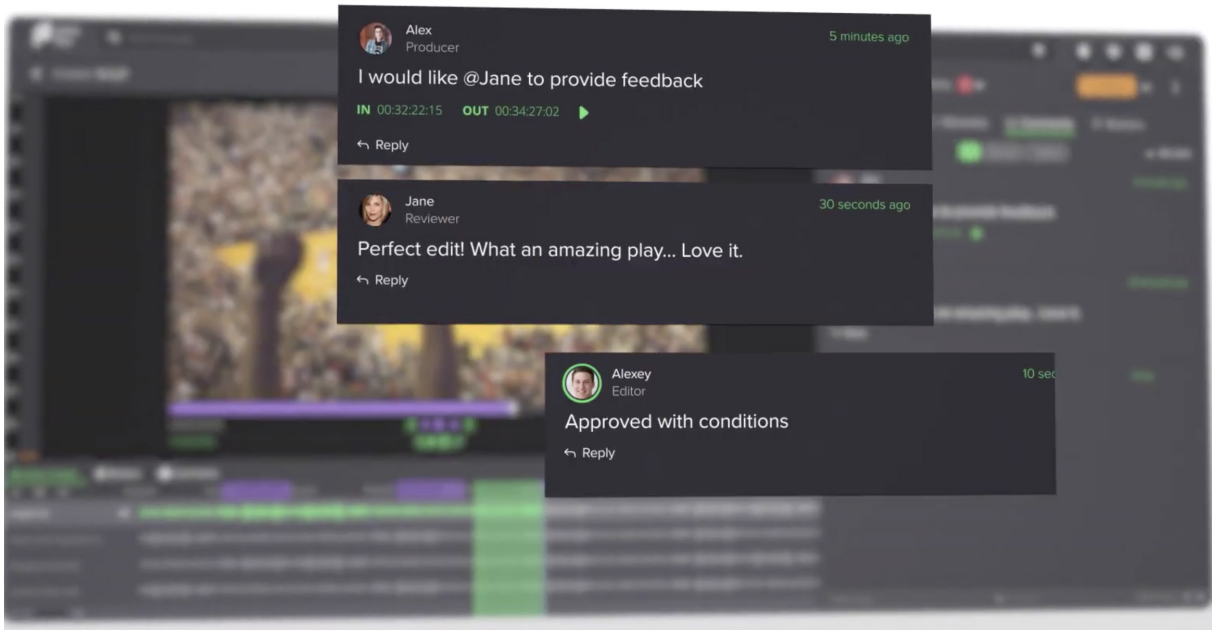
A well pruned asset repository allows your team to effortlessly create new content from what already exists, driving a more valuable content strategy from new content and the old.

- Reflect on past nostalgia and create new moments.
- Create clips and publish to all your digital properties (and partners) in just a few clicks.
- Easily stitch content together to tell a new story and produce highlights.
- Auto-brand content by sponsor, platform, contributor, team, or any other rule for customization on delivery.
- Integrate with your favorite tools such as Adobe Premiere Pro™ to add that additional editorial flare. Search, preview import, edit, and export back to Flex distribute to your digital properties, all while working within Adobe.



Review: Collaborate and approve

In the world of automation, your team owns the creative control by securely interacting with the process and each other.



- Allow your team to collaborate, comment, and approve. There is no "I" in team.
- Pass targeted or all content representing your brand through approval processes to ensure it is on message, on brand, and on its way to your fans.
- Provide secured access to partners, sponsors, and affiliates to content for feedback.

Deliver: Share and publish

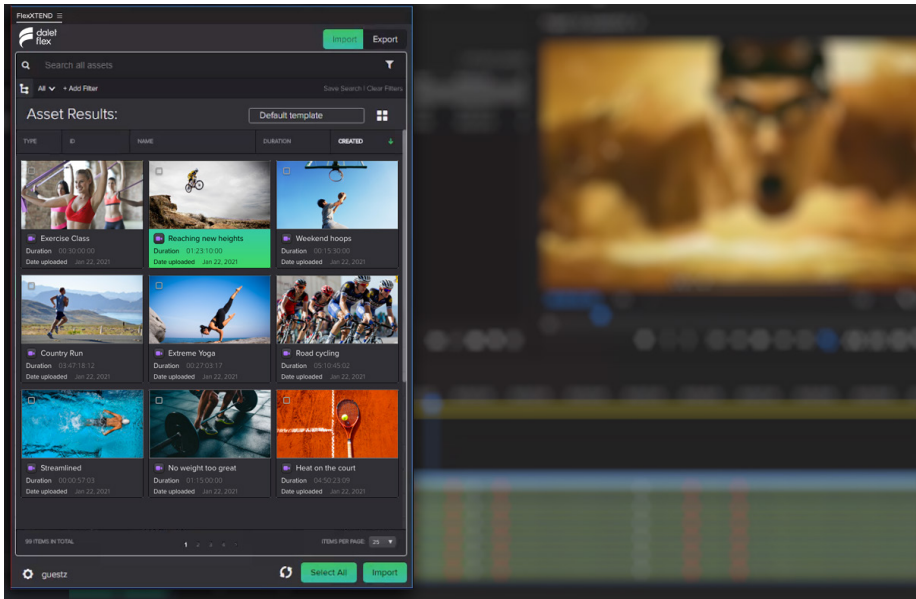
Make your content available to the world across all regions, platforms, and devices.

- Keep your social channels active with instant or scheduled delivery.
- Integrated with best-of-breed technologies to instantly get content direct to your audience on all devices.
- Deliver direct to your partners / sponsor platforms providing more service value.
- Build engaging audience platforms to control audience experience in and around the content.
- Open and extensible platform for integration with any platform as they rapidly hit the market.



Engage: Entertain and repeat

Dalet Flex offers you the ability to compete for viewers, for analytics, and for tangible engagement in a society consuming media through mobile platforms; and this demand for engagement on mobile platforms will only grow in years to come. [According to the Ericsson Mobility report \(June 2020\)](#), video accounts for 63% of traffic in mobile networks, and is forecast to grow by around 30% annually up to 2025.



Dalet can help you in creating content that engages your audience, and help build and nurture a strong, active community around your sport, your team, or your event. Enjoy repeated engagements and the monetization opportunities this kind of content creation presents.

- Track the interaction and refine your content to resonate with your audience.
- Convert engagement to monetization.
- Determine how to make content work harder for you.

Feed your audience and see where they can take you. Opportunities are endless; you need to be in the game to win it, take risks, and learn from your mistakes.

More changes will come, more platforms will appear, and your audience consumption habits will change. Will you be ready?

GAME, SET, MATCH – Give us a whistle

(All sports puns intended!)

For more details on how Dalet Flex can help you win, [check out this video](#).

To discuss your sports distribution needs, [contact us](#) or [book a demo](#).

The National Rugby League (NRL) is one of Australia's most popular sports, with telecasts among the most-watched sporting programs on Australian television. To drive deeper fan engagement and increase subscribers, the NRL needs to offer high-quality content and a great viewer experience across our 30+ websites, apps, and streaming platforms.

“When working with video content from varying sources that needs to be published online (live, near-live or on-demand content), every workflow, metadata layer and media processing step adds time and complexity getting content to the audience. By combining Dalet Flex and the Bitmovin solutions we have been able to reduce complexity and issues, optimizing inefficient steps while successfully accelerating our online delivery workflows.”

—Quannah McBride, GM of Digital Technology & Operations, The National Rugby League



About Dalet

Dalet empowers media-rich organizations to transform their production and distribution workflows – accelerating media operations, maximizing collaboration and creating higher value from content. As a leading media technology and service provider with over three decades of innovation, our software solutions enable greater control, enhanced visibility and increased productivity for content professionals and storytellers around the globe. Leading organizations such as Fox Networks Group, Arsenal Football Club, MediaCorp, Audi, and the BBC trust Dalet to support their daily content operations. Our team is driven by a passion for media and committed to empowering a world where compelling stories are beautifully made, effortlessly told and thoughtfully delivered. Learn more at dalet.com.

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