

GAME CHANGER FOR FAN ENGAGEMENT

Motorsport company boosts fan experience, optimizes live sports broadcasts with Mediaprobe

Much like the events themselves, the business of sports hinges on emotion. Live coverage of sports is, by far, the most important value creator across the sports ecosystem.

But how do sports and media organizations ensure an engaging experience and maximize revenue opportunities?

With a **+209% increase in viewership per race** in the U.S., our client now has the answer to this question.

“ *We are measuring our audience’s true emotional engagement for the first time. Having real, reliable data that drills down to decisions such as which camera angles, commentators, and content lead to increased fan engagement is game-changing for us.* ”

MOTORSPORT BROADCAST EXECUTIVE

THE CHALLENGE

An international racing company asked Mediaprobe to help them create more engaging experiences for their fans by determining, among other things:

- Which camera angles to use and when to focus the image on specific elements
- When to show replays or give voice to certain commentators
- Whether and when to use specific graphic elements on screen

Understanding viewers’ emotional engagement allows media and sports organizations to optimize their content to gain and keep viewers, charge more for ad space/distribution, and uncover new revenue streams. Our client wanted to determine which broadcast choices engage viewers and leave them glued to their seats.

THE SOLUTION

Using our proprietary technology, we measured second-by-second viewer engagement for live races, determining the emotional impact of all the content, and drilled down into optimal editing choices during live broadcasts. Throughout the racing season, we used galvanic skin response (GSR) to collect biometric data from hundreds of fans watching live race broadcasts from their homes and determined audiences' emotional engagement.



THE OUTCOME

Since using Mediaprobe's next-gen media measurement, our client achieved:

AUDIENCE GROWTH

Optimized Live Sports Broadcast Outcome

YoY growth in overall audience

+20%

YoY growth in audience during optimized segments

+49%

increase in viewership per race in the U.S.

+209%

Audiences' emotional engagement can be used to monitor and understand the evolution of fan engagement, discover which editorial options boost fan engagement, and identify the most impactful moments across events. All aimed at optimizing broadcasts for better fan engagement and increased revenue.