THE CHALLENGE

The game has changed. OTT doesn’t just represent a new platform to show live sport. It’s become a much bigger opportunity to enhance the fan experience and maintain engagement during the off-season in a way that isn’t possible with traditional broadcast.

As substantial sums are spent on live sports content, capitalizing on OTT’s inherent advantage is essential for rights holders to score the winning goal with sports streaming and drive new revenues. However, success won’t be guaranteed without making an investment into data analytics.

Sports teams, leagues, and organizations have been searching for a way to create a deeper, more meaningful relationship with fans for decades. OTT content delivery provides that, amassing the information necessary to create a clearer picture of what fans want and how they engage with sport.

Theoretically, this makes it easier to help fans follow their favorite teams and players. After all, sports OTT services are sitting on a goldmine of data about their users. What’s missing, though, is a way to structure, organize, and glean actionable insight from that data in order to make this a reality.

Sports OTT services need to tap into the wealth of information at their fingertips and turn their in-built advantage into game, set, and match – and data visualization is the key.

SPORTS OTT REQUIREMENTS:

- A system to track subscriber health and lifetime value
- Being able to compare viewing of individual sports, leagues, seasons and events
- An advanced system for identifying at-risk subscribers to pre-empt churn
- Audience behavioral insights that can inform shoulder content investment
- The ability to create a highly personalized, engaged, direct relationship with fans
THE APPLICATION OF DATA ANALYTICS IN OTT SPORT

Big data is not about data – it’s about the analytics. And sports OTT services need to invest in data analytics now more than ever. By harnessing and harmonizing the data they hold into a unified view, sports OTT services can truly unlock better knowledge of their fans and how they engage with sports.

This insight can be used by marketing teams, editorial staff, and content promoters to increase engagement, pulling insight from across different platforms and back-end systems to gain a 360-degree view of each fan. Not only will this help keep them around for longer and subscribed throughout the year, it will also make it easier to meet the requirements of today’s viewers and understand the expectations of tomorrow’s sports fanatics.

THE SOLUTION

GROW SPORTS FANDOM AND ENGAGEMENT

Wicket Scorecard is your game plan for enhancing fan engagement. An advanced data visualization platform, Wicket Scorecard deciphers the wealth of data at your fingertips. It gives access to the actionable intelligence you need to understand individual fan preferences and consumption habits across the entire asset library, whether they’re engaging with live or on-demand content.

By structuring and harmonizing data from your platform and systems to reveal what fans want to watch, when they want to watch it, and on what device, Wicket Scorecard helps you better serve sports fans, drive loyalty, proactively prevent churn, win-back subscribers who do leave, and increase the ROI on your content spend.

MAKE STRONGER BUSINESS DECISIONS INFORMED BY DATA

Sports OTT services have to account for the off-season. As recent events have shown, they must also plan for other factors that cause a stoppage in play. By harnessing content viewing metrics and subscriber behavior data, Wicket Scorecard can help you better navigate the road ahead.
Uncover data-driven intelligence to inform non-linear content investment based on what sports fans want. And, unlock invaluable insight into what assets most effectively convert new trialists or stave off churn, keeping viewers engaged all year round.

**DRIVE NEW REVENUES**

Advancing revenue growth through OTT sport delivery depends on two things: new monetization avenues, and hard numbers into your existing marketing strategy to acquire new users. Wicket Scorecard can lift the veil on both, enabling you to make faster and more efficient business decisions.

Through granular subscriber segmentation, Wicket Scorecard can help create a one-to-one relationship with each user for targeted advertising and upsell opportunities. It can also identify which marketing strategies are working best, providing the figures you need to know how and where to double down on the channels that will drive growth.

**THE RESULTS**

Wicket Labs and its audience insights platform, Wicket Scorecard, provides media and entertainment companies with unique, data-driven insights that lead to increased audience lifetime value.

**THE WICKET SCORECARD IMPACT**

- Provides a holistic, clear view of subscriber engagement
- Answers the critical business questions with straightforward reporting
- Boosts revenues, tackles churn, and enhances customer acquisition campaigns
- Levels the playing field in a crowded arena where data will determine the winners