

WITH LIVE SPORTS ON LOCKDOWN...

FANS ARE EMBRACING ARCHIVE CONTENT

The recent enforced break in live sports has starved fans of the content they crave.

To fill the gaps, sports teams, competitions, broadcasters and streaming platforms have been repackaging and sharing archive footage with great success.

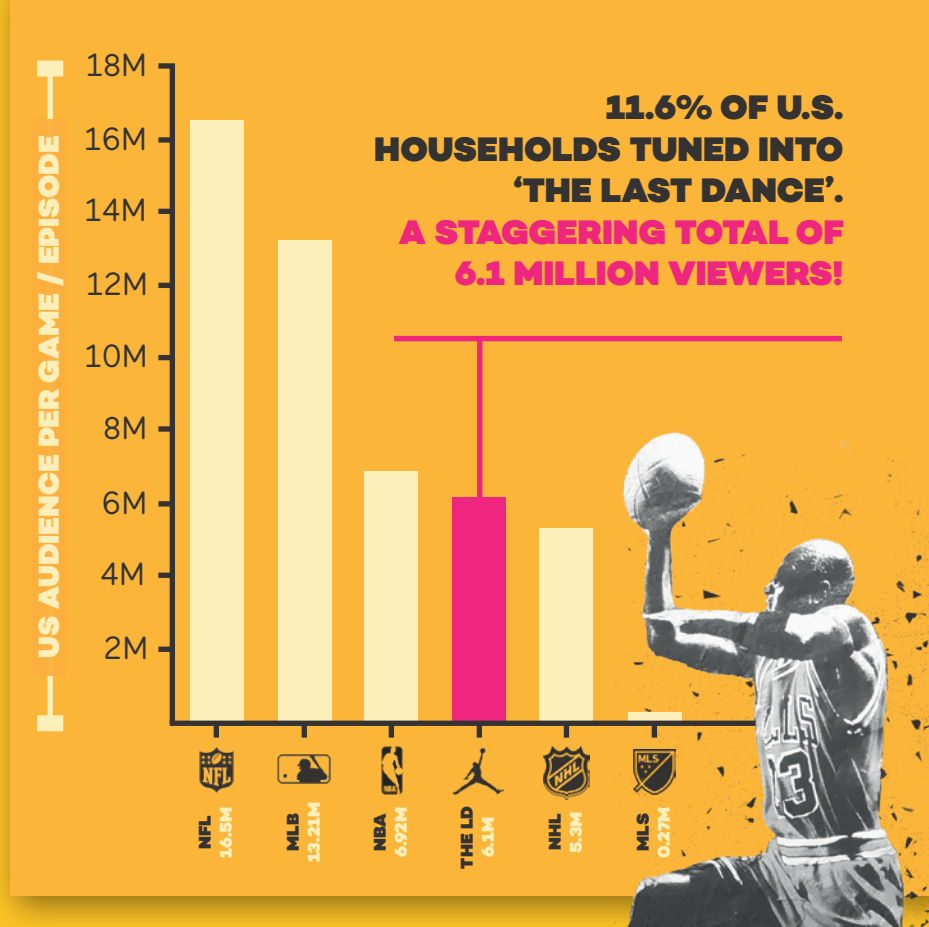


THE LAST DANCE PROVED THAT ARCHIVE CONTENT CAN COMPETE

Netflix and ESPN's Chicago Bulls documentary series, "The Last Dance", perfectly demonstrated the impact of uncovering and repackaging archive content for modern video streaming formats and behaviours.

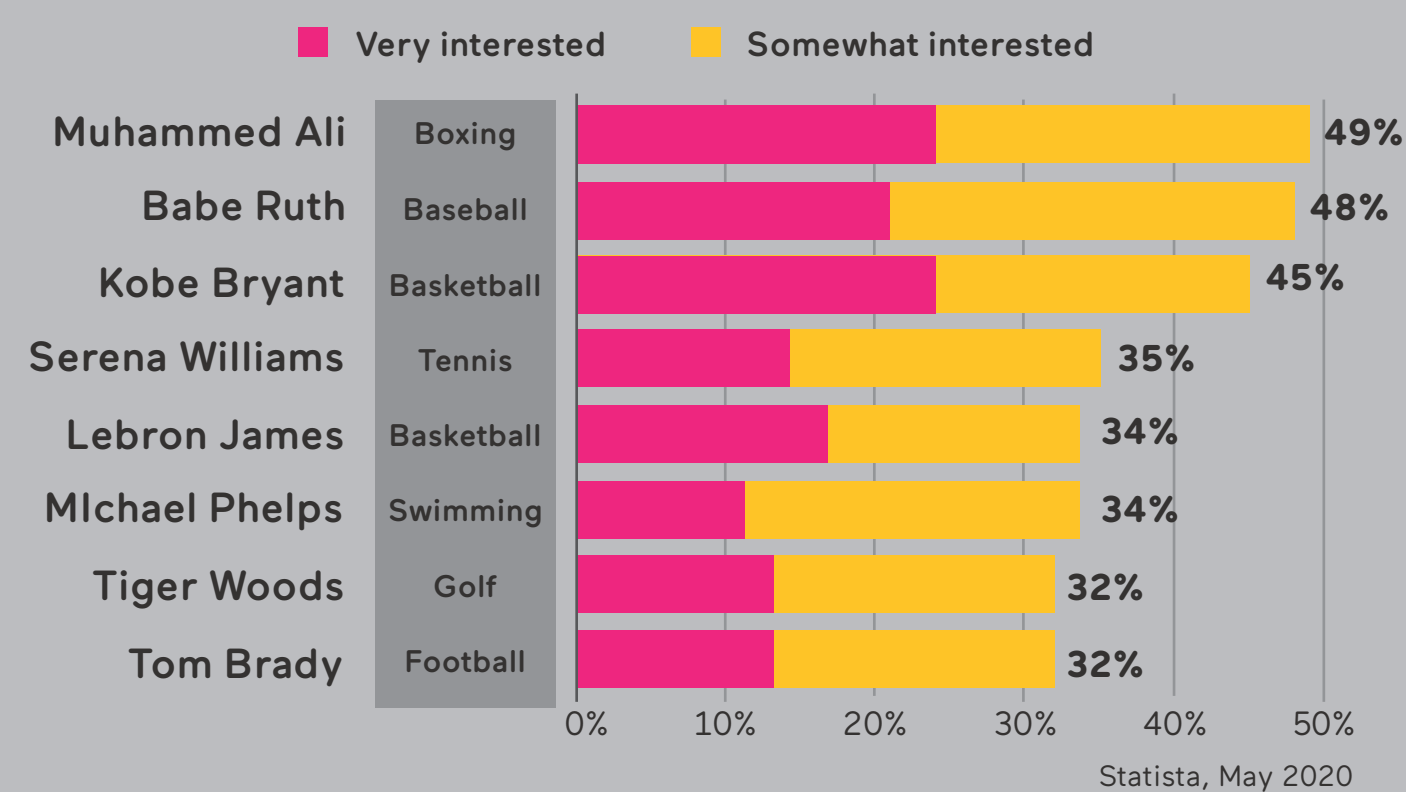
The 10-part series captured the world's attention, generating incredible viewing and social media figures across the globe.

NETFLIX REPORTED THAT 'THE LAST DANCE' HAD 23.8 MILLION VIEWERS OUTSIDE OF THE U.S. IN THE FIRST 4 WEEKS



WHICH ATHLETE'S STORY DO FANS WANT TO SEE NEXT?

% of U.S. adults interested in a documentary series/film on the following athletes:



FAN SURVEY SHOWED ARCHIVE DEMAND BEFORE LOCKDOWN

An Imagen study of sports fans in the U.S. highlighted clear demand for more archive footage, documentaries and behind-the-scenes content from their favourite sports and sports teams.



FOCUS ON YOUTH:

With Millennials and Gen Z sports fans specifically requesting more archive footage, sports organisations should be evolving their content strategies to continue to grow their future fanbases.

- For more insights directly from sports fans, download Imagen's exclusive report, [Switched on Superfans](#).



STREAMING PLATFORMS OFFER VALUE AND NEW AUDIENCES

With video streaming audiences at an all-time high and proven interest in sports stories, now is the best time to cash in on your archive footage.

Platforms like Netflix and Amazon Prime are continuing to be active in the market, offering new ways to generate revenue and an opportunity to significantly increase the reach and awareness of any sports club or competition.



THE ROLE OF SOCIAL MEDIA

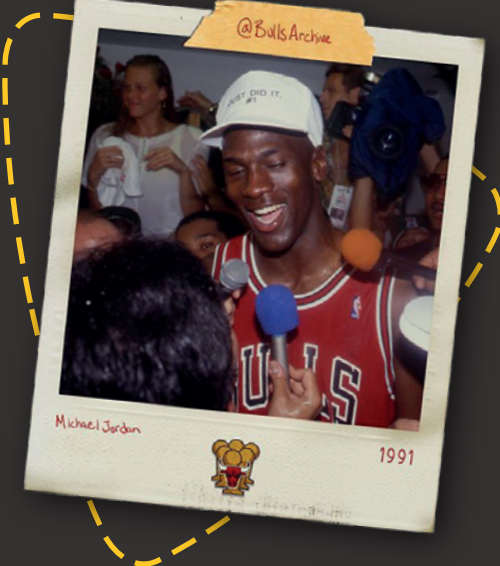
DISTRIBUTION:

A cheap but effective way to distribute your sport's archive photos and video clips. Exclusive behind-the-scenes-shots, player montages, classic highlights and interviews to satisfy fans.

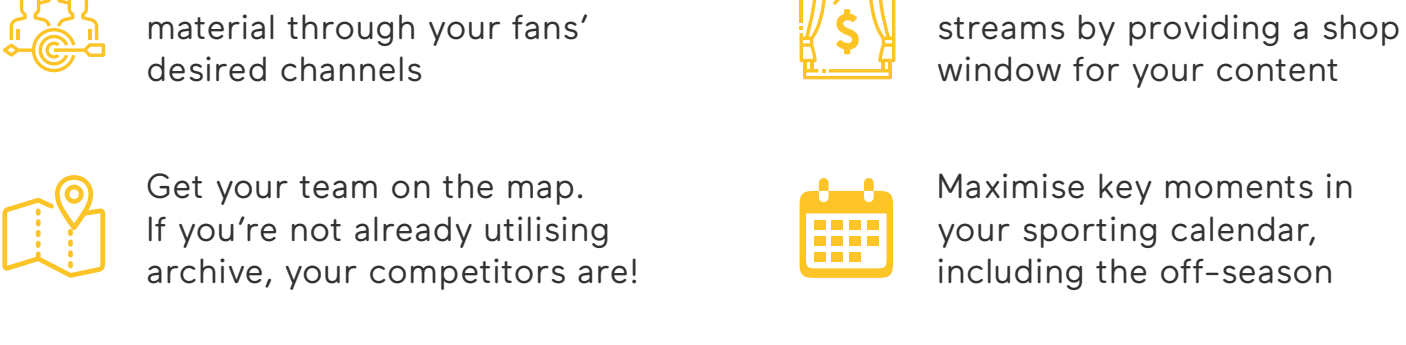
COMMUNITY:

A global forum for all sports fans to discuss and engage with the content you share or license to online platforms and television networks.

With incredible interest in The Last Dance, Chicago Bulls have been sharing more archive content on Instagram.



UNLOCKING YOUR ARCHIVE TO CAPITALISE ON DEMAND



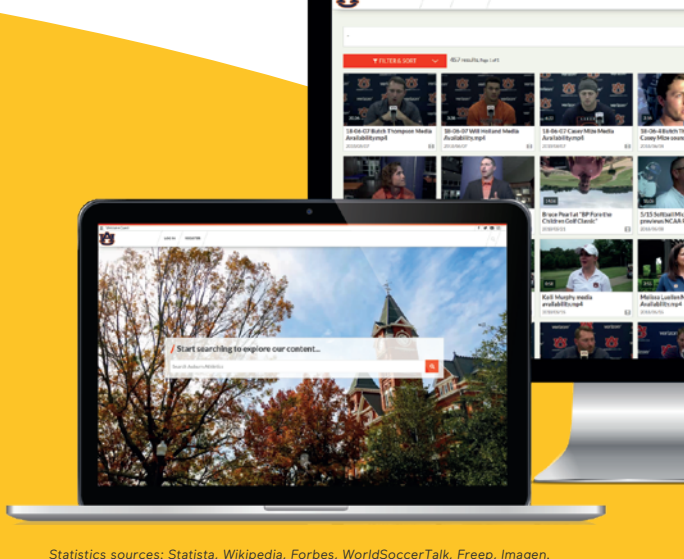
imagen

REVOLUTIONISE YOUR MEDIA MANAGEMENT

Imagen's award-winning media management platform helps you to unlock the value of your sports archive.

Connect with your audience on their terms and give fans the content they want.

[TALK TO US](#) [SUCCESS STORIES](#)



Statistics sources: Statista, Wikipedia, Forbes, WorldSoccerTalk, Freep, Imagen.