

THE TOP 3 WAYS YOUR SPORT CAN DRIVE VALUE FROM VIDEO



1

MAKE THE MOST OF YOUR EXISTING SPORTS ARCHIVE

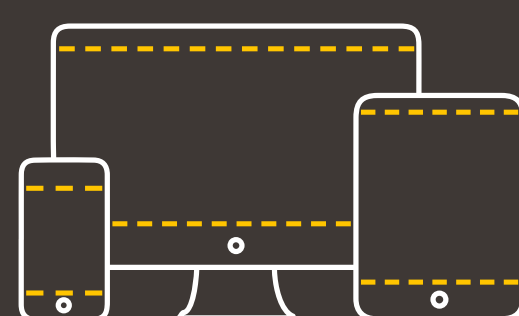
All sports treasure their history, and protecting legacy content is important – but don't just hide it away!

Archive footage provides context and meaning to new competitions, and a ready-made content library to monetise alongside live and near-live rights.

59%

OF SPORTS INDUSTRY PROFESSIONALS DON'T BELIEVE THEY ARE MAKING OPTIMAL USE OF THEIR ARCHIVE.

DIGITAL CHANNELS GIVE MORE OPPORTUNITIES FOR FANS TO WATCH LIVE AND ARCHIVE CONTENT.



OVER 40%

OF THE UK POPULATION WATCH HISTORIC SPORTS CONTENT ONCE A MONTH, WITH HALF OF THOSE WATCHING IT EVERY WEEK.

2

KEEP ON TOP OF ALL YOUR LATEST FOOTAGE

In sport, video is everywhere. Live action, training footage, highlights, behind the scenes, interviews. All potentially lucrative assets, but only if you can manage and share that content easily.

EURO 2016 HAD AS MANY AS 50 CAMERAS IN EACH STADIUM. ALL THIS CONTENT MUST BE STORED AND SEARCHABLE.



SPORTS TV RIGHTS HAVE INCREASED 25X OVER THE LAST 25 YEARS



INCREASE REVENUE BY MAKING YOUR SPORT'S CONTENT ACCESSIBLE AND EASY FOR NEW AND TRADITIONAL BROADCASTERS TO LICENSE.

44%

OF SPORTS INDUSTRY PROFESSIONALS CLAIM THEY AREN'T ABLE TO KEEP UP WITH HIGH DEMAND FOR CONTENT.



3

DELIVER MORE CONTENT, FAST

Increased consumption is clearly a huge opportunity for sports to increase awareness and viewership but they must act quickly or risk getting left behind.

COMPETITION FOR AUDIENCES IS INCREASING VIA NEW ONLINE PUBLISHERS, USER GENERATED CONTENT AND PIRACY.

70%

OF THE SPORTS INDUSTRY BELIEVE THIS COMPETITION IS A GROWTH BARRIER.

BROADCASTERS THEREFORE, NEED FAST AND EASY ACCESS TO FOOTAGE AND WILL ACQUIRE RIGHTS ELSEWHERE IF SPORTS CAN'T DELIVER.

MILLENNIALS STREAM TWICE AS MUCH CONTENT AS GEN X

BUT THROUGH MUCH SMALLER CLIPS - MOSTLY ON SOCIAL MEDIA.

30%



OF FANS ARE WATCHING CONTENT ON MOBILE.

SPORTS NEED A LARGER POOL OF CONTENT TO CLIP AND DELIVER TO FANS DIRECTLY.



THE ULTIMATE PLATFORM FOR MANAGING AND DISTRIBUTING SPORTS CONTENT.

Imagen helps sports organisations to upgrade their media management process so they can make the most of new opportunities to grow their audience and generate more revenue.

GET IN TOUCH

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For further statistics and tips for managing a sports archive at scale, download Imagen's exclusive eBook: [Manage Every Moment.](#)

