

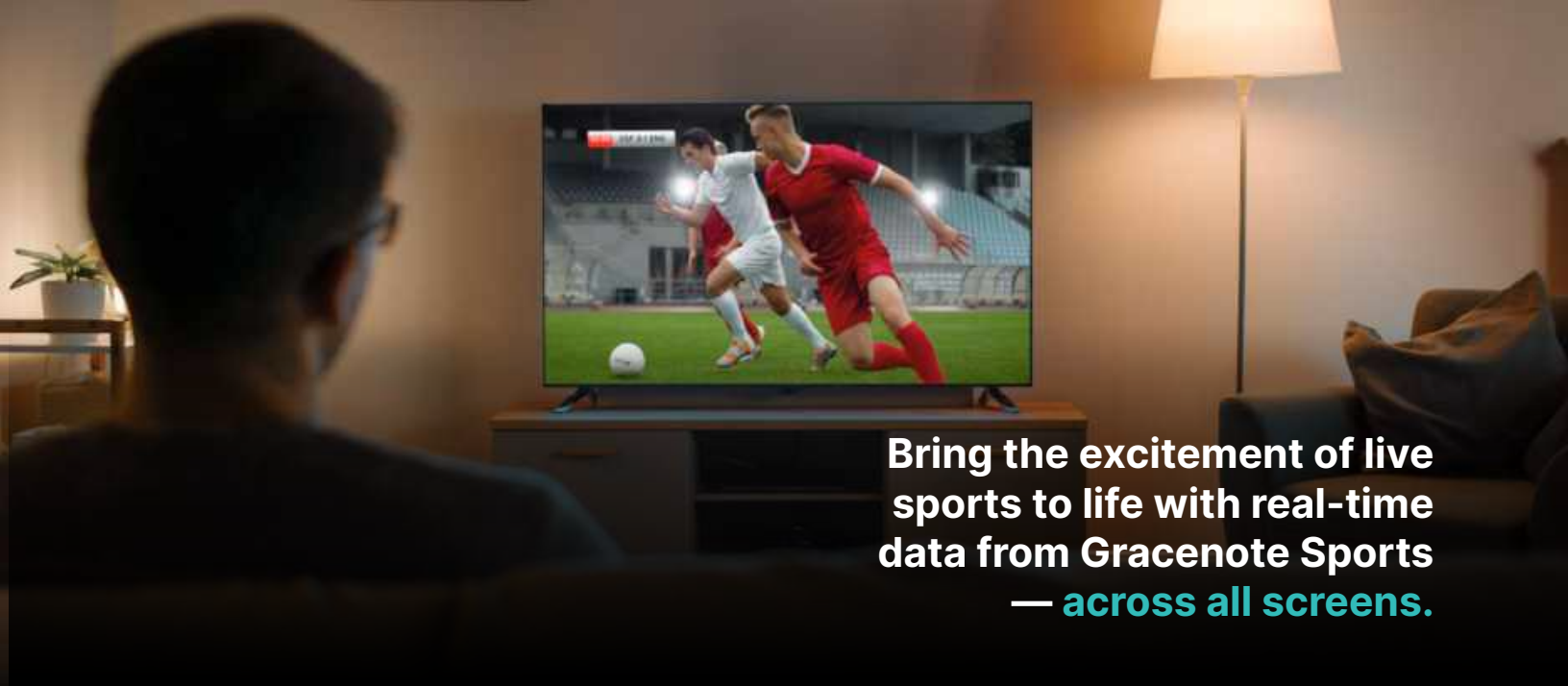


How data can elevate the viewing experience for sports fans

Gracenote Sports Data enriches event viewing for fans across all sports

There are endless resources available to sports fans when it comes to staying up-to-date on their favorite athletes, teams and sporting events. With that in mind, finding the most up-to-date information that piques their interest—without having to leverage multiple devices or visit multiple platforms—can be cumbersome. In the eyes of a sports fan, a single platform can truly stand out by offering a simplified, immersive viewing experience that includes everything all in one place—including the sports events themselves.

Whether an audience watches the Olympic Games, NFL, MLB, NBA, NHL, International Football, tennis, golf, rugby, motorsport—or some combination of them all, sports entertainment providers have a unique opportunity to infuse their programming with all of the scores, statistics, athlete details and other valuable information that fans are interested in. [Gracenote Sports Data's](#) solutions enable providers to create customized experiences that engage audiences—across all screens.



Bring the excitement of live sports to life with real-time data from Gracenote Sports — across all screens.

On any given day, fans can tune into any number of sporting events. Conversely, the Olympic Games only happen every two years, but interest in the Games is palpable. Data from Gracenote Sports is already embedded into the audience experience for viewers of the Olympic Games, providing experiences that elevate traditional programming with a host of up-to-the-minute data and insights. But these experiences aren't limited to the Olympics. Year-round, some sports entertainment providers are using the same capabilities to engage fans across an array of sports programming around the world. For instance, a leading smart TV manufacturer that partners with Gracenote elevates its audience experience by blending live action event coverage with scores and stats and play-by-play details. Simply put, the brand takes sports viewing to the next level by delivering a robust, all-inclusive experience.

During each of the Olympic Summer and Olympic Winter Games, Gracenote Sports puts its data to work to forecast event frontrunners. As the sports event with the greatest fan appeal on the planet, the Olympics carry notable interest among providers looking to engage with audiences. But the real benefit lies in looking beyond the Olympic Games, and considering the vast opportunity for sports programming providers year-round. Let's take a closer look at how data can enrich sporting events for audiences.

Predict medalists at the Olympic Games, and beyond, with Gracenote Sports Data

While the Olympic Games last just two weeks, they attract the [greatest global appeal](#). In fact, [Nielsen Fan Insights](#) found that among all audiences in 13 countries including the U.S., U.K. and China, 47% and 43% are interested in the Olympic Summer and Olympic Winter Games, respectively. Audience motivations are diverse; some are staunch sports enthusiasts, while others enjoy the zest of patriotism when their country wins a medal. Across many major sports, interest in events is significant for both male and female audiences. While motivations differ, some sports entertainment providers already use data to enrich the viewing experience for enthusiasts.

Ahead of the Beijing 2022 Olympic Winter Games, Gracenote released its [Virtual Medal Table \(VMT\)](#), which predicts bronze, silver and gold medals by athlete and country. Data is at the root of the VMT, and Gracenote continuously monitors the events and updates its predictions every two weeks leading up to the events. This information can be useful in a number of scenarios. For example, it may help content distributors determine which events to broadcast live. It can also help news organizations prioritize on-site live event coverage.

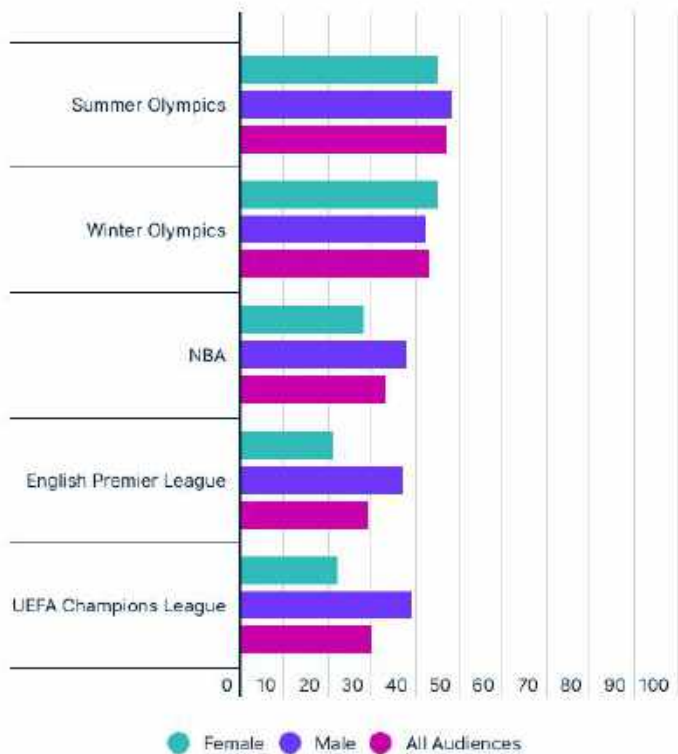
"Nielsen's Gracenote Virtual Medal Table proved invaluable for planning where to send our team of reporters at the Tokyo Olympics, ensuring we were present at as many of Team GB's medal-winning moments as possible," said David Coverdale, Olympic Games reporter, Daily Mail, U.K. "Gracenote's forecasts were particularly helpful when it came to the less well known British athletes. One example of this came on day six, when their forecasts meant that I was one of only two British newspaper reporters who witnessed Matthew Coward-Holley winning shooting bronze for Great Britain. At the same time, we were able to ensure we had a journalist in place to cover Mallory Franklin claiming silver in canoe-slalom."

Much like we saw this summer, the upcoming Olympic Winter Games will introduce a handful of new events, including women's mono bobsled and mixed team events in ski jumping and snowboard cross. For new events, audiences can't rely on previous Olympic trends or hunches to predict the frontrunners; rather, they'll need to review and digest information to arrive at their best estimations.

The same can be said of other new sports, teams, players or events, and that's where Gracenote's data can come into play. For the Olympic Games, as well as other sports throughout the year, real-time data fuels all of the information that's being delivered to fans—creating a richer viewing experience. For the upcoming Olympic Winter Games, Gracenote predicts that medals for the seven new events debuting will be distributed across a large number of National Olympic Committees (NOCs). Across all sports, an enriched viewing experience—filled with insight, fueled by data—creates more informed and engaged audiences.

Interest in major sporting events

Across many major sports, interest in events is significant for both male and female audiences.



Figures represent % of total audience surveyed.

Countries covered: Australia, Brazil, China, France, Germany, India, Italy, Japan, Korea, Russia, Spain, U.K and the U.S.

Source: Nielsen Fan Insights

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Information about leading teams and competitors can help sports entertainment providers as well, as they're the ones delivering the programming to global audiences. Fast forward to six months after the Olympic Games, and the focus for providers, at least in the short term, will shift to fans of the NBA, UEFA Champions League and the English Premier League's events, to name a few. And while Beijing will be in the rearview mirror, it serves as an example for providers interested in leveraging robust data sets across sporting events, leagues and tournaments, to enhance their programming. Sporting events are must-watch live television, and the more engaged fans are, the more they'll clamor for more.

Tackle challenges that are unique to sports entertainment providers

Along with the enormous potential to engage with sports-minded audiences, sports entertainment also presents unique challenges for providers. Namely, ownership of sports assets is scattered across multiple networks and providers, and timeliness is critical. Pressing challenges facing providers that are unique to sporting events and sports coverage include:

- *Events are scattered across a variety of broadcasters:* As connectivity grows increasingly pervasive, audiences will want uninterrupted content wherever they are—via mobile when they're on-the-go or on their couch at home.
- *Events and programming are highly fan-based entertainment:* Audiences are interested in access to immersive, high-quality sports information—tailored to the specific athletes, teams, leagues and events that they're interested in.
- *Events are dynamic in nature and differ from sport to sport:* Unlike other forms of entertainment, sports information—such as stats—is updated constantly.
- *Getting information to an audience quickly is critical:* Time-sensitive and accurate sports scores and statistics have always been important to sports enthusiasts. Live sports coverage is one of the most valued assets of both audiences and the media business alike.

While these challenges are unique to sporting events and sports coverage, they are [addressable](#). In order to stand out from the competition, data gives providers the opportunity to deliver fan-specific insight in one place—in a way that's simple to navigate, easy to digest and enjoyable to experience.

Create a connected experience for fans—across all platforms

Regardless of where a fan is—on the couch, at work or in line at the grocery store—they want access to *all* the action. Mobile access feeds this appetite by letting fans multitask and watch events when they're away from home. In fact, 45.7% of sports fans are [using smartphones](#) and 31.6% are using tablets to access content at least occasionally. With that, a sports entertainment provider's efforts should include a mobile experience that's as seamless and insightful as the experience they deliver on other platforms. For instance, infotainment systems with intuitive capabilities can help audiences stay tuned-in to sporting events when they're running errands or stuck at a traffic light, without being distracted.

Encourage audience engagement with world-class content across all platforms

Whether in the car, at home or elsewhere, the reality of scattered broadcasts and streams has pushed some entertainment providers to take action and create a more holistic experience for audiences. To illustrate, the above-mentioned smart TV manufacturer partnered with Gracenote to utilize Gracenote's Sports Data in its sports app on its latest smart TV series. This leader in the market integrates the data to power its alarm feature, which keeps fans updated on the action in real-time, even when they're viewing other content.



Gracenote's data enables audiences to select their favorite sports, leagues and teams and receive scores, final results and schedules. The manufacturer also leverages the Global Sports Connected service to guide sports fans to the designated channels that are aligned with their interests, easing the process of tuning-in to the action.

Gracenote's cross-platform capabilities enhance all sports, including the Olympic Games

Focus on timeliness and immersiveness to satisfy audiences

Audiences with interest in sports entertainment are diverse—for some, it's the pageantry of the Olympic Games. Some feel aligned with a specific player and what he or she represents in and out of the uniform. Others are born into a lifelong fandom, like Chicago Cubs fans, who sustained 108 years of defeat before clinching a World Series Championship. While motivations behind sports enthusiasm differ, one characteristic spans all audiences—they want an immersive, timely experience.



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Audiences want easy access to high-quality sports information—including live scores, play-by-play details, historical results, schedules and player profiles. Whether a TV broadcaster, multichannel video programming distributor (MVPD), streaming platform, automotive manufacturer or other type of distributor, audiences want an immersive experience. Every sports enthusiast is unique, and data can inform the content that addresses every interest—all in a visually rich way.

Use data to enrich the audience's experience

In addition to creating a captivating experience, it's critical that sports entertainment providers get the content in front of the right audiences as quickly as possible. Providers recognize that timeliness goes hand-in-hand with the quality of the content that's being delivered. The days of switching from channel to channel, or from device to device—just to get a score of a second game or an update on an injured player—may be numbered. For instance, powered by Gracenote's data, the smart TV manufacturer's alarm feature eliminates that hassle by pushing all of the information directly to the fan. Not only does that streamline and enrich the fan's experience, but it also solidifies the platform as *the* go-to source for all things sports.



Publishers & Broadcasters

- Incorporate live sports scores, statistics, editorial and intelligence into content
- Gain real-time sports insight into over 50 North American leagues, international soccer and other popular sports, including tennis, golf, rugby and cricket



MVPDs & Streaming Platforms

- Integrate data into set top boxes, platforms and databases
- Pique viewer interest with score updates from simultaneous events
- Incorporate live game status and visuals to drive tune-in to upcoming and in-progress matches



Automobile Manufacturers

- Connect with your audience when they're on the go
- Allow audiences to create settings for their favorite sports and teams
- Funnel relevant sports data to audiences based on their preferences

Gracenote's data makes it easier to connect with audiences, effectively

Drive an all-inclusive experience for your audience

Gracenote Sports Data can help entertainment providers create an unmatched experience for audiences of every sport across all platforms. There are challenges unique to sports programming, but each is addressable. Providers should aim to keep pace with changes in connectivity, and deliver content to audiences without interruption. Quickness is key, and information must be fresh to be of value. And while every sports fan is unique, providers can lean into data to tailor the experience to exceed their needs.

Providers that have implemented Gracenote solutions are already delivering a seamless experience to their audiences; the smart TV manufacturer that partnered with Gracenote recognized the solutions as some of their most popular innovations in recent years. Over time, they'll continue to harvest the power of data to enrich the user experience and nurture a sustaining—and profitable—relationship with their audience.



About Gracenote

Gracenote, a Nielsen (NYSE: NLSN) company, provides music, video and sports content and technologies to the world's hottest entertainment products and brands. Gracenote is the standard for music and video recognition and is supported by the largest source of entertainment data, featuring descriptions of more than 100 million tracks, TV listings for 85+ countries and statistics spanning more than 70 sports and 300,000 competitions per year. Gracenote is headquartered in Emeryville, Calif. and supports customers around the globe. For more information, visit www.gracenote.com.

