



The EuroLeague broadcasts all the Final Four extra moments live on social networks, bringing the event closer to the fans

The EuroLeague, also known as Turkish Airlines EuroLeague is Europe's top basketball competition. Teams from up to 10 different FIBA Europe member countries participate in it, which come from a consortium of the main European professional basketball leagues. Its media coverage reaches 199 countries on television, making it one of the world's leading competitions.



Challenges

Take advantage of all the extra content of the event that is not on television by broadcasting it live on social networks.



Solutions

Deploy the Watchity distribution tool to reach audiences through social media and the clipping tool to create and share highlights in real-time.



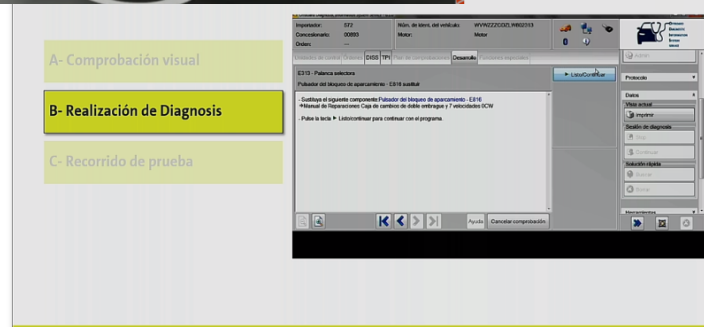
Benefits

Reach new audiences and please fans, get added visits to their social networks and significantly improve positioning.

Challenges faced

The EuroLeague wanted to take advantage of all the extra content of the event that is not broadcast on television (training, interviews, press conferences, among others) by broadcasting it live on its social networks and consequently, satisfy the fans.

- 1- Generate live and on-demand multimedia content** for their audience. The objective was not only to broadcast the content live on social networks (YouTube and Facebook), but also to make it available on-demand so that fans could see it whenever they wanted.
- 2- Strengthen awareness and positioning** by generating more quality content on social networks, and consequently, projecting a great brand image.
- 3- Satisfy the need of fans** of having this extra content while also reaching new audiences.



✓ Solutions driven by Watchity

When the EuroLeague team contacted Watchity one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- 1- The **distribution tool**, to stream the live broadcasts produced by the EuroLeague and broadcast them on Facebook and YouTube.
- 2- **Simultaneous broadcasting in multiple destinations (simulcast)** thanks to our integration with social networks. In the specific case of the EuroLeague, on YouTube and Facebook.
- 3- The **tool for generating video clips** of live events in order to create publishable content on social networks (YouTube, Facebook, Instagram, etc.).

“ We have expanded our reach and impact on both the fans and new audiences ”

Euroleague Basketball,
Media Assistant



Benefits obtained

The EuroLeague has expanded its reach and impact on both its fans and new audiences, while also maintaining its great brand image by broadcasting professionally and simultaneously on YouTube and Facebook.

- 1-** Reach new audiences and please the fans who wanted to be able to consume this extra content from the competition.
- 2-** Aggregated visits and views to their social networks. The number of people reached has increased notably, including live viewers of the event and of the post-broadcast (on-demand) in the two destinations (YouTube and Facebook).
- 3-** Creating clips from the live stream and sharing them on social media has generated awareness, views, and interactions.
- 4-** The generation of multimedia content available at all times in order to reinforce the brand image and improve the quality of the event itself.
- 5-** The time between the event and the publication of the clips on social networks has been cut to a matter of seconds, providing a quick response to the needs of fans.