



THE Social Side OF SPORTS SPONSORSHIPS

gumgum[□]
SPORTS



Sports signage has always been viewed as a traditional media buy that's valued on the television exposure it generates. But in today's media environment, that's no longer the case, as fans increasingly turn to digital channels, especially social, to get their fix. They're scrutinizing and sharing every shot, pass, pitch and block like never before.

So shouldn't we think about sports signage as a true cross-channel play, with the appropriate metrics to back that up?

Brands have long known that the value of advertising in stadiums and arenas

reaches far beyond the fans in the stands to the large television audience. That's why branding rights are now extended to everything from a basket stanchion to goal-post netting to the entrance of the visiting team's locker room.

Unfortunately, many brands have limited insight into the media value they generate from sports signage because they're still relying almost exclusively on TV media valuations. And with TV ratings declining, they're under greater pressure to demonstrate value around their sports signage investments.

WHY SOCIAL SHARING IS NOW MORE IMPORTANT THAN TV

Social media is the new SportsCenter, bringing sports highlights to a truly global audience.

Social sharing of sports clips has changed the equation. Short-form video highlights, GIFs, memes and livestreams have become the go-to source for sports fans to share what's happening right now. The sports leagues and teams themselves now put out highlights that get shared by millions of followers on Facebook, Instagram, Snapchat, YouTube and Twitter. In many ways, they've replaced the highlight shows that once thrived on cable.

What that requires is a new method to calculate the value of sports signage that goes beyond just TV media value. Think of it this way: A regional network broadcast of a big-market basketball team might garner hundreds of thousands of viewers. But a single game highlight posted to Instagram can get over a million views that can turn into several hundred thousand engagements for the in-arena signage partner.

Even seemingly innocuous moments—like a player walking through the tunnel getting ready to enter the stadium—can become fodder for social stories. And if something is getting recorded, there's an opportunity for branded signage to be incorporated.



ESTIMATED SOCIAL MEDIA VALUE PER NBA GAME

.....
⋮
.....

\$300,000

TO

\$2,800,000

.....



70-90%

OF THAT VALUE
COMES FROM
ACCOUNTS NOT OWNED
BY THE TEAM

BASED ON SOCIAL MEDIA VALUATIONS CONDUCTED
DURING THE 2016-2017 NBA SEASON



THE BRAND IMPACT OF A TRENDING TOPIC



An ordinary moment in a live broadcast can now become a viral sensation that turns into a signage branding bonanza.

Last February, during pre-game warmups for a Golden State Warriors game, NBA superstar Steph Curry passed the ball to his father, Dell, an NBA veteran who played 16 years in the league. Standing in a suit in front of the scorer's table, Dell casually hit a 40-foot shot.

The live broadcast would have shown that shot maybe once or twice. But a single post from blog Shot Science Basketball on Facebook has driven more than 12 million views and nearly 300,000 engagements.

That one unofficial shot has generated a huge impact for a number of brands:

Dell was standing in front of a bright green Mountain Dew logo used for press table signage, which remains visible through every reaction close-up.

A blue Accenture sign is clearly visible above the player exit on some angles.

Playstation shows up on the hardwood in front of the Warriors' bench, where Steph and his teammates are shown cracking up.

Brita and American Express are visible on sideline chair kick plates.

Dell is standing on Oracle's logo, since Golden State plays at the Oracle Arena.



NBA ARENA LOCATIONS THAT DRIVE THE MOST VALUE

BASKET STANCHION

POLE PAD

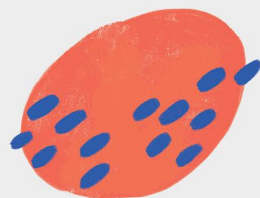
FLOOR SIGNAGE

BASKET LED

COURTSIDE LED

BASED ON SOCIAL MEDIA VALUATIONS CONDUCTED DURING THE 2016-2017 NBA SEASON

CREATING A NEW METHODOLOGY



Advancements in image recognition and artificial intelligence make tracking the social value of sports signage possible, giving brands a level of transparency that wasn't imaginable just a few years ago.

With cameras picking up every bit of in-game action, brands can get a clear idea of how and where their logos and names show up and the actual impact of those impressions. Detailed monitoring of TV broadcasts, streaming video and social conversations can identify when a logo or brand image appears, as well as a variety of other factors such as how long and how prominently it appears. It can also pick up on characteristics such as sport, team, home arena and signage location that allow for accurate attribution.

For brands, this kind of analytic methodology provides a true picture of the

return on their sponsorship dollars. They can use these analytics to determine the optimal placement for their message and choose their sponsorships more wisely. Arenas, stadiums and other venues, meanwhile, can now measure the value of their different sponsorship options, ensuring they're able to provide the kinds of KPIs that sponsors now require.

It's not just the athletes whose every move is measured and analyzed. Visual analytics are now critical to assessing the value of sports signage. It's social tracking for the win.



SOCIAL NETWORKS THAT DRIVE THE MOST VALUE FOR NBA TEAMS



#1

INSTAGRAM



#2

YOUTUBE



#3

FACEBOOK



#4

TWITTER

WHAT GOES INTO MEDIA VALUE?



Just picking up logos won't do. To understand the true quality of your sponsorship's brand exposure, you need to measure images across these six key characteristics:



CLARITY

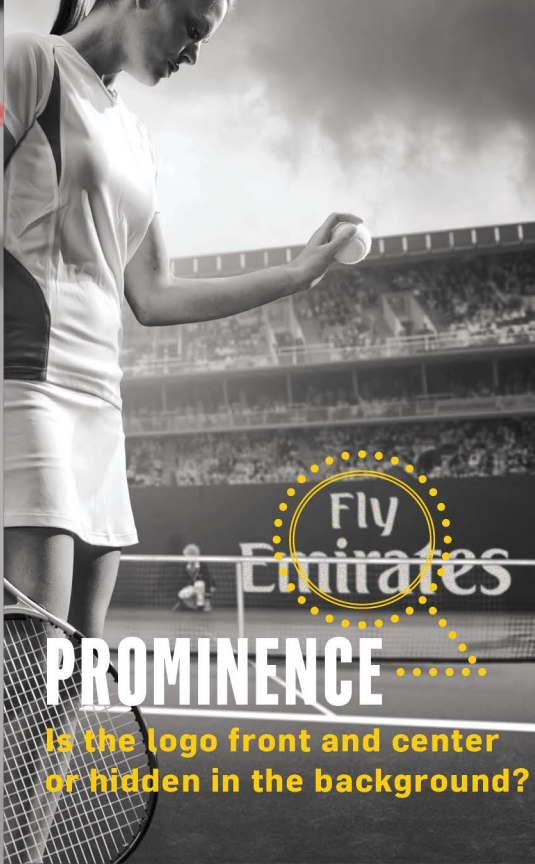
How clear is the exposure?



SIZE

How big is the logo compared to the rest of the frame?

m



PROMINENCE

Is the logo front and center or hidden in the background?



VISIBILITY

What percent of the logo can be seen?



PLACEMENT

Where does the logo show up?



SHARE OF VOICE

What other brands are in frame and how do you stack up?

Q&A



THE GOLDEN STATE WARRIORS WIN WITH PARTNERSHIPS THE TEAM IN CHARGE EXPLAINS HOW



Few sports organizations recently have had the success of the Golden State Warriors. Their 3-point shooting and Death Lineup disrupted standard NBA strategies, changing the way the game is played while landing the Larry O'Brien Trophy. That leadership position extends beyond championship rings and into innovative sponsorship models.

We spoke with Jeremy Thum, the team's senior director of digital experience, and Matt Artin, director of partnership marketing and creative, to find out how they're doing it.

How do you measure the impact of your partners' arena sponsorships these days?

Artin: We look holistically at the entire measurable universe as it relates to our partner's goals and objectives. On the broadcast front, we measure signage in-game on the regional and national levels, regional pre/post game shows and national sports highlight shows. Digitally, we measure signage when our games are streamed, as well as partner signage and logo exposures captured within social media posts derived from owned and non-owned accounts.

You bring up regional and national, but you have a global following. Does your measurement extend there?

Artin: We have just started to measure broadcast, streaming and social media values internationally, specifically within China and the Philippines. That provides key metrics back to partners whose business interests span the globe.

What do you do to determine the value of different spots within the arena?

Artin: Our goal is to strategically price locations in-arena that deliver the highest quality exposures, duration and, most importantly, proximity to game play and our players. With that, the jersey patch, on-surface branding, press table, pole pad signage, player bench branding, etc. command a higher investment level due to the higher level of visibility they receive.

Is that changing?

Artin: Change would be an understatement. The amount of social media coverage that our team has received inevitably



THE VALUE OF NON-OWNED PROPERTIES

EXAMPLE:

HOUSE OF HIGHLIGHTS

INSTAGRAM FEED OF
GAME CLIPS, VIDEOS AND
SPORTS MEMES

5.8M

FOLLOWERS

AVERAGE METRICS PER POST

1M+

VIEWS

100K+

ENGAGEMENTS

has increased the values of those jewel locations and will reshape the way we look at pricing those assets.

Has broadcast's decline and social's rise impacted how you think about reaching consumers?

Thum: Social can play different roles in storytelling. It can be live and in-the-moment, raw and behind-the-scenes, or produced and polished. The key is matching the moment with the appropriate capture and best distribution platform.

What has been social's impact on sponsorship valuations?

Artin: Up until recently, the value of sports was derived from the in-game broadcast. On social, you have a large amount of content generators posting pre-game warm-ups, in-game highlights and behind-the-scenes stories on multiple social media networks. You have to factor in the millions of views and engagements coming from these non-owned accounts and the visibility that your partners receive.

Last question. What's the most interesting sponsorship signage package you've created?

Artin: During the 2014-15 NBA Finals, we noticed the amount of TV coverage that came from the visiting team entering Oracle Arena pre-game and heading back there at halftime and post-game. Here's the thing: This location is the receiving dock/warehouse to our venue. With some imagination and custom signage concepts, we presented it to XOJet and for the last two-plus seasons this location has been home to the XOJet Visiting Team Walkway, with branded carpet, branded temporary barricades and premium signage on each column. Since the partnership commenced, this location has generated strong social and broadcast media values that span from Christmas Day games to key divisional match-ups to the NBA Playoffs and Finals.



VALUE BASED ON EXPOSURE TYPE

83%
VIDEOS

17%
IMAGES

BASED ON SOCIAL MEDIA VALUATIONS CONDUCTED DURING THE 2016-2017 NBA SEASON

SOLUTION

THE gumgum[®] SPORTS DIFFERENCE



Today's sports sponsors require a more sophisticated approach to measuring the reach, engagement, quality and value of their in-arena investments. GumGum Sports—taking advantage of its deep expertise in computer vision and AI—has created a better way for brands, agencies and rights holders to capture the full value of their sponsorships with one consistent solution across TV, streaming and social media. All built with the needs of sophisticated media buyers in mind.

What sets the GumGum Sports solution apart?

Capture media value from non-owned properties

As much as 90 percent of media value from social comes from accounts not owned by the team. Using multiple computer vision filters—not just logo detection—GumGum Sports looks inside images and videos throughout the long tail of social media instead of relying on insufficient hashtags and other text markers.

Measure actual exposures

Every GumGum Sports valuation consists of actual exposures that have sponsor value, not just general metrics about overall reach and engagement of a social media property.

Score the value of every exposure

All exposures are not equal. GumGum Sports' proprietary MVP (Media Value Percentage) methodology scores each brand exposure based on at least six variables to determine its true value.

Get full media valuations across TV, streaming and social media

GumGum Sports covers full-length videos and images across Instagram, Twitter, YouTube, Weibo and Facebook.

Find out more at www.gumgum.com/sports



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