

Motorsport Company Improves Fan Experience, Optimizes Live Sports Broadcasts with MindProber

Much like the events themselves, the business of sports hinges on emotion. Live coverage of sports is, by far, the most important value creator across the sports ecosystem. But how do sports and media organizations ensure an engaging experience and maximize revenue opportunities?

The challenge

An international racing company asked MindProber to help them create more engaging experiences for their fans by determining, among other things:

- ◆ Which camera angles to use and when to focus the image on specific elements
- ◆ When to show replays or give voice to certain commentators
- ◆ Whether and when to use specific graphic elements on screen

Understanding viewers' emotional engagement allows media and sports organizations to optimize their content to gain and keep viewers, charge more for ad space/distribution, and uncover new revenue streams. Our client wanted to employ cutting-edge media measurement to determine which broadcast choices engage viewers and leave them glued to their seats.

The solution

Using MindProber's proprietary research technology, we measured second-by-second viewer engagement for live races and drilled down into optimal editing choices during live broadcasts. Throughout the racing season, we used galvanic skin response (GSR) to collect psychophysiological measurement from hundreds of fans watching live race broadcasts from their homes and determined audience members' emotional engagement.

The result

For the first time, our client was able to measure and act on their audience's emotional engagement to determine:

- ◆ The effect of their editing choices on fans' engagement
- ◆ The impact of different commentators and game rules
- ◆ How different fan segments react to races

They are now using MindProber's live monitoring and sports editing optimization to:

- ◆ Visualize the evolution of fan engagement
- ◆ Understand which editing options boost fan engagement
- ◆ Understand the most impactful events across matches
- ◆ Fuse engagement metrics with audience ratings

With MindProber's next-generation media measurement, our motorsport client now understands the true value of their content and is optimizing broadcasts for better fan engagement and increased revenue.

The outcome

Since using MindProber's next-gen media measurement, our client gained:

+20%

YoY growth in overall audience

+49%

YoY growth in audience during optimized segments

+209%

increase in viewership per race in the U.S.

"We are measuring our audience's true emotional engagement for the first time. Having real, reliable data that drills down to decisions such as which camera angles, commentators, and content lead to increased fan engagement is game-changing for us."

— Motorsport Broadcast Executive