



Building global fanbases with live social video

## Five steps to building your own digital show

Featuring





# Introduction



“Social media, and video in particular, form a core part of our communications strategy. We see it as the best way to connect directly with our fans. In terms of live streaming, over the past 6 months to a year, it’s become a core part of what we do on social media.

We’ve started streaming our live events across Twitter, YouTube, TikTok and Twitch. We’ve found it’s a powerful tool for us to - a) drive subscriptions to our OTT platform, and b) to showcase our sport and product to fans who don’t currently watch via SquashTV.”

**Sean Reuthe - PR & Media Manager, Professional Squash Association**



We see live as an incredible opportunity, not just for sports organizations but for everyone and anyone to tap into that potential of the TikTok community to showcase incredible moments, be it behind the scenes, archive re-runs of matches, pre and post-match shows or even half time shows, all of which are incredibly engaging.

**Arthur Guisasola - Strategic Partner Lead, Sport, TikTok**



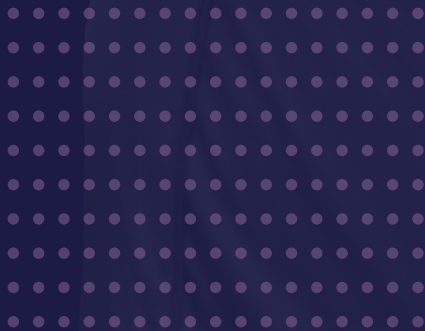
Something we’ve seen with lots of customers is the excitement of conversation around live sporting events. The conversation on social is heightened much closer to the event than people realize. Tying in live content close to live events really taps into the conversations that are happening live. Those conversations don’t go on for as long after an event as some people may imagine.

**Gareth Capon - CEO, Grabyo**

As the popularity of live social video is rising rapidly among consumers, it has become a key channel for driving engagement for media organizations across the world.

Recognizing this trend, social media platforms have continually released new features to help businesses to capitalize, and drive growth for their own channels.

We’ve teamed up with TikTok, Southampton FC and the Professional Squash Association (PSA) to offer insight and best practices on how to best integrate live social video into your content strategy. Many of the insights in this report were shared during a Grabyo Spotlight webinar in February 2022.





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# Step one

## Choose your format, choose your assets

The first step is deciding what the format of your show will look like. This will dictate how you shoot, produce and deliver your live show.

### Which live content formats work in sport?

“We do press conferences and interviews, but it’s the pre and post match shows that really drive engagement for us. We go live straight before and straight after a match to tap into the mood of the fans, whether it be positive or negative! We do a 30-minute pre-match show that straddles the team news, announcing the team in the middle of the show with conversation around it. The post-match show revolves around fans sharing their emotions on the game, however it has gone.

For us, it’s that immediacy. After a recent great result for us against Tottenham Hotspur, we went live 5 minutes after the match to give the fans a place to talk about it, and we achieved 1,500 engagements in a 20 minute live broadcast on Facebook.”



**Tom Coull**  
Audio Visual Manager  
Southampton FC



Archive moments



Live magazine shows



Preview, half-time  
and post game shows



Press conferences



Q+As and behind  
the scenes



Sponsored shows





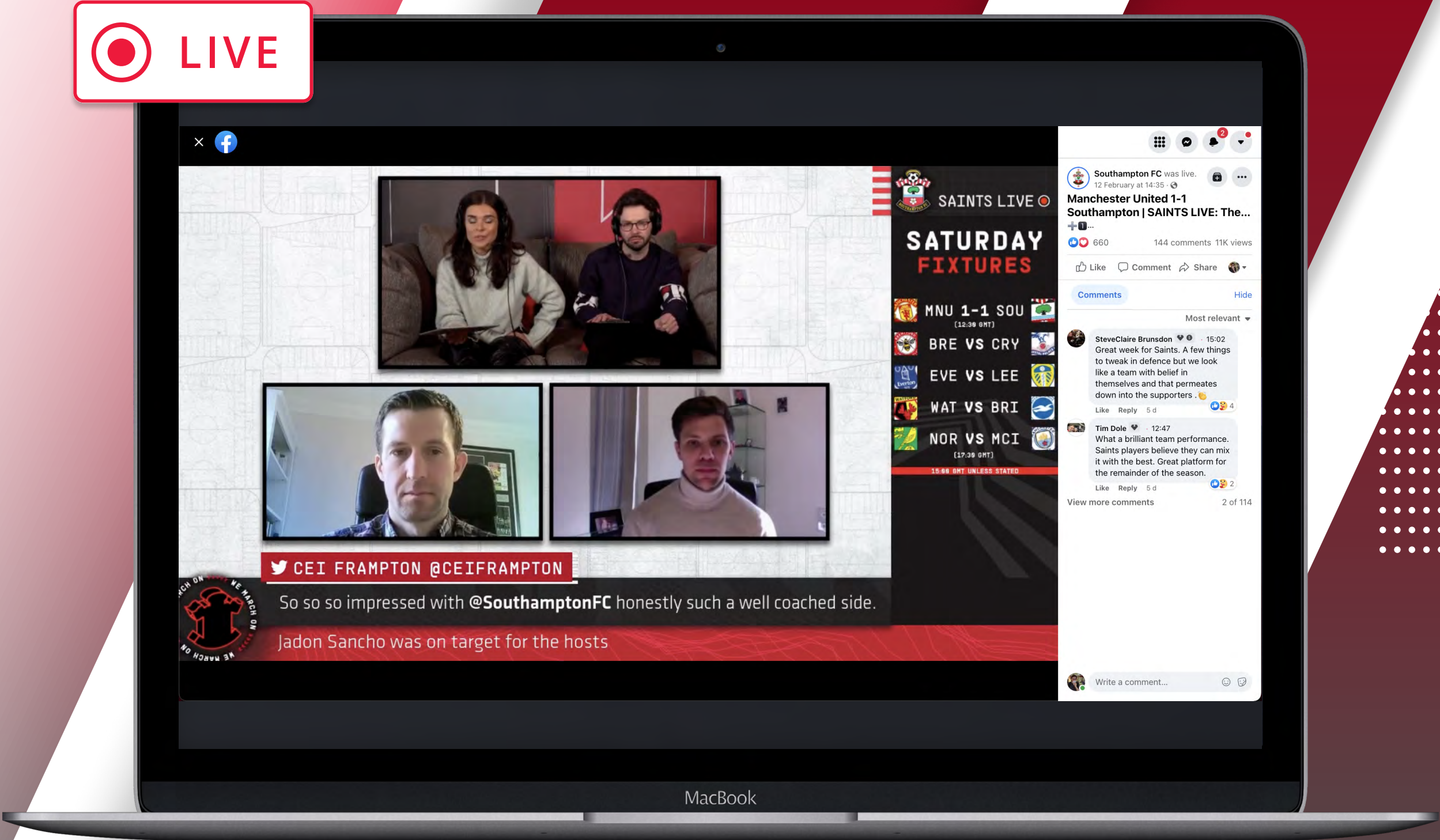
# 1 Step one

## How to deliver

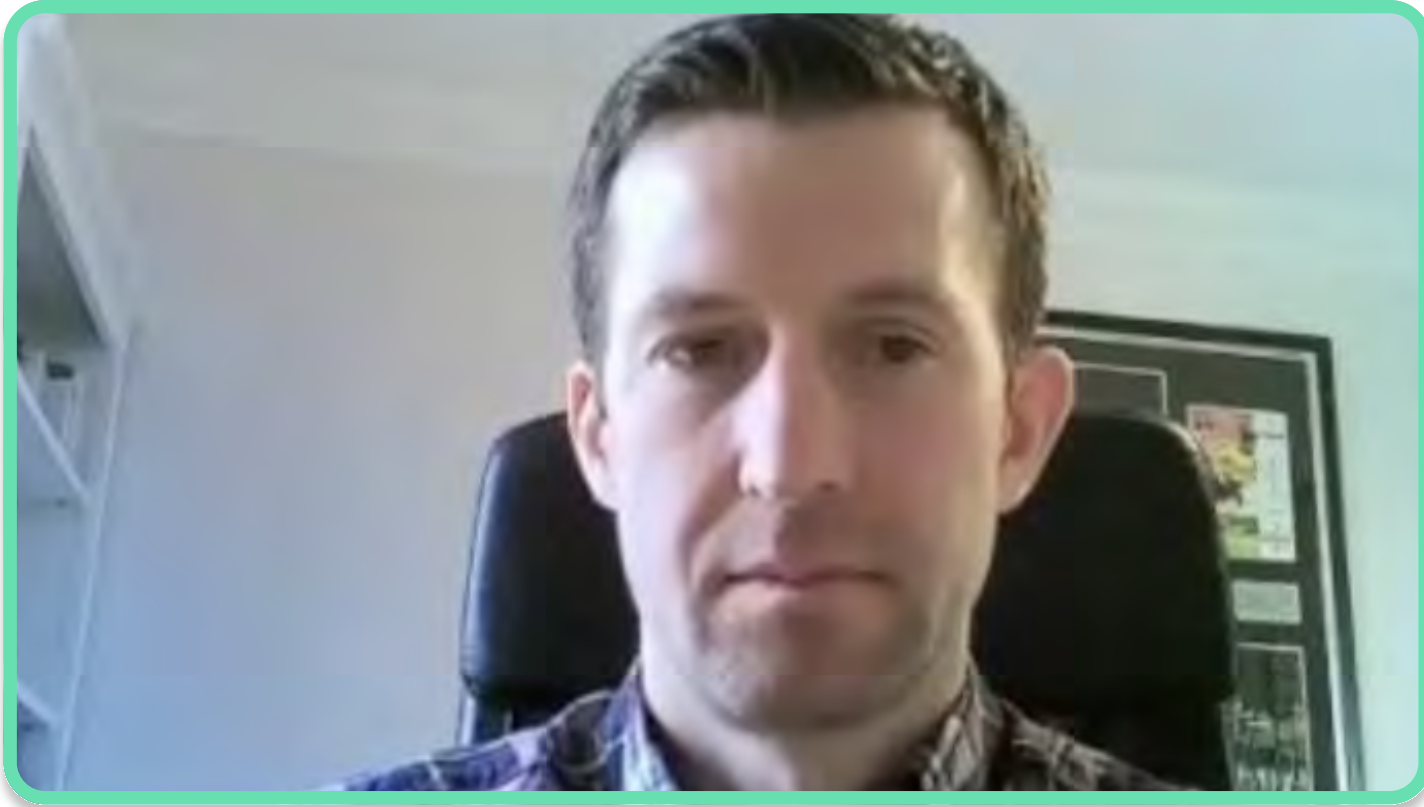
Using Grabyo Producer, you can bring in multiple HD live video feeds, remote guests, graphics and VOD assets to create a multi-format magazine show for pre and post-match games, but also midweek segments and other live programming.

You can utilize studio cameras, laptop/desktop webcams, or even smartphones. You can then switch between live and VOD sources, and overlay custom graphics and branding in a couple of clicks. Whether you are streaming content from in a studio or onsite at a live event, you can cover every angle and location using a portable encoder (from manufacturers such as LiveU) for reliable remote video transport.

Depending on the size of your show, you could achieve this production with as little as two people with two laptops, alongside your capture equipment. Grabyo Producer enables you to deliver live video to multiple platforms simultaneously without any other equipment.



### Live HD video feeds





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## Step two

### Recruit and bring in talent

One of the key advantages of cloud production is that there are no limits to getting the best talent for your show. It's simple to bring in anyone from anywhere across the globe.

### How can you leverage remote talent for a social live show?

"We've made a concerted push to highlight our player's personalities, and our end goal is to make them stars. We've done Facebook Live AMA (ask me anything) with many players. When one of our players was about to become the first male Kiwi to go to world number one, we did a live interview and broke the news with him and one of our commentators. This type of content has allowed us to really engage with our fans by allowing them to put questions to the athletes directly.

We've had great success getting players on our channels and going live to engage with fans on anything and everything. It could be 'what do you eat?', 'how do you train?', or even 'what do you watch on Netflix?'. It allows them to have fun, the players get really into it and fans don't often have the opportunity to ask their favourite sports stars these types of questions. It's those authentic conversations that we can facilitate that has been really powerful for us."



**Sean Reuthe**

PR & Media Manager

**Professional Squash Association**



### Ask me anything!

What's your pre-match meal?

Favourite Netflix show?

Toughest opponent you've faced?

What music do you listen to?





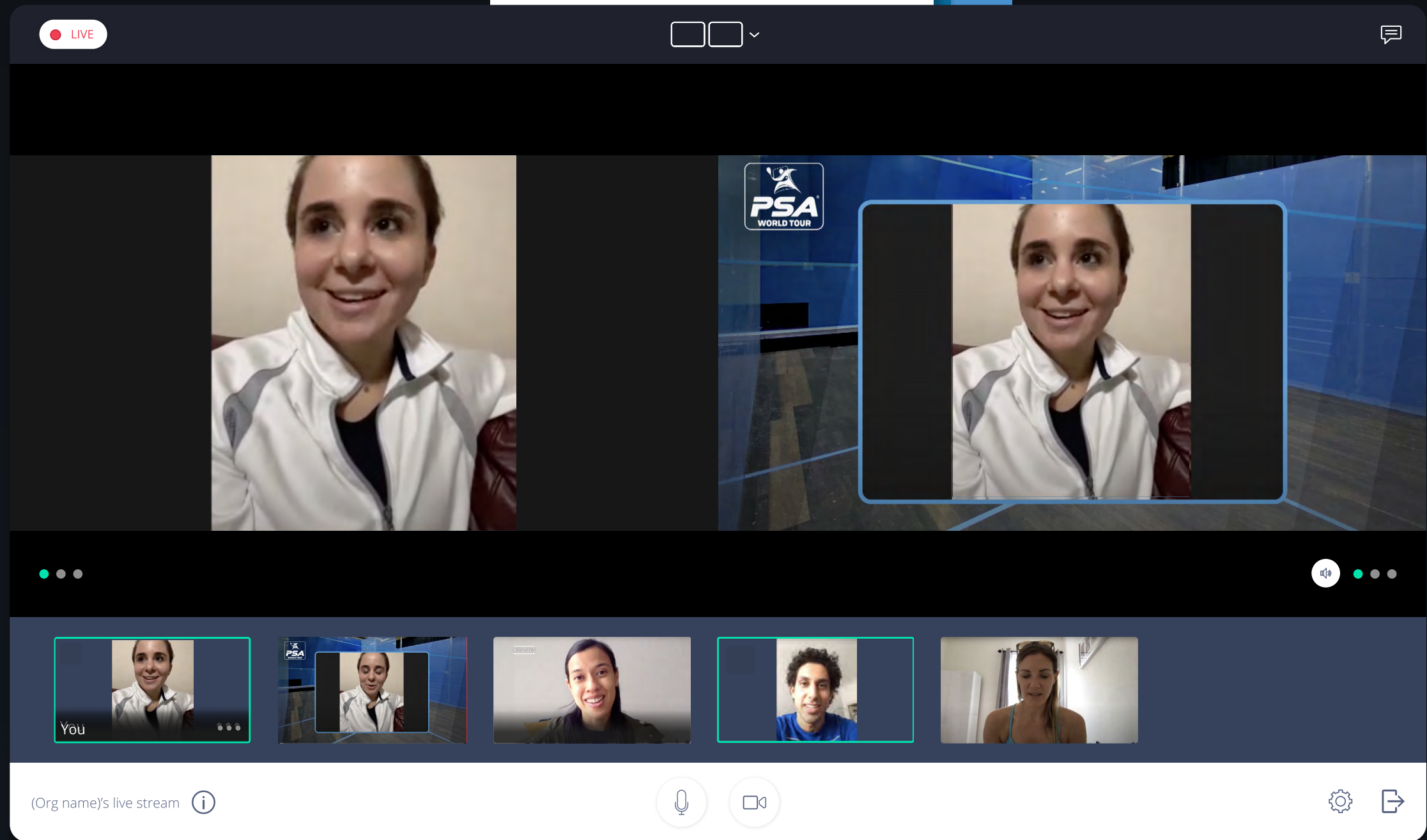
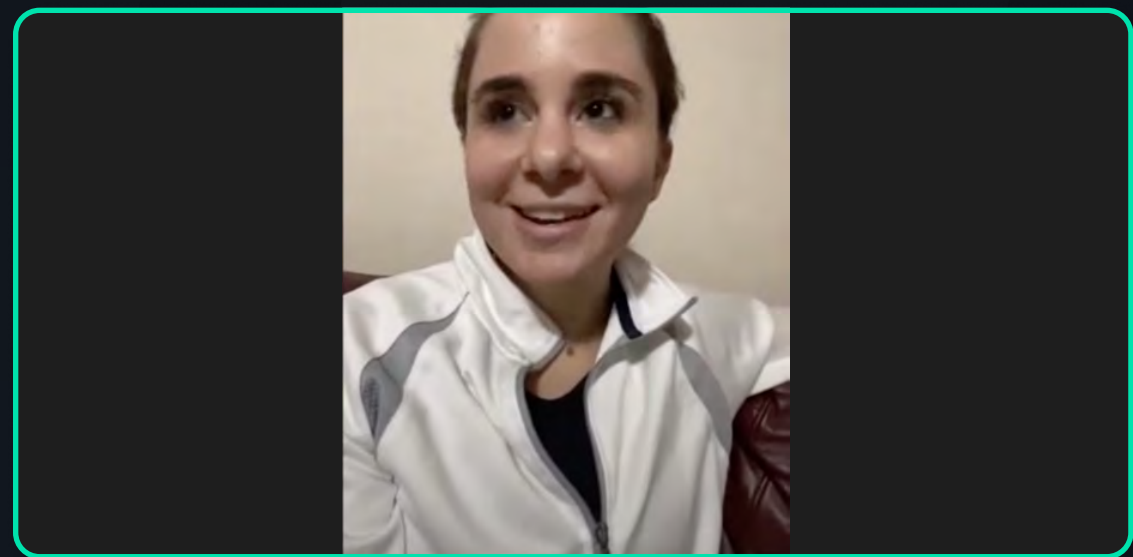
## 2 Step two

### How to deliver

Grabyo's remote guest app, Producer Guest, enables anyone to join a live broadcast with little to no training.

All the production team need to do is send a single URL link to the guest's device of choice, which can be anything from a single smartphone to a complex set-up, and once clicked, the talent joins a zoom-style meeting room, which the production team can then push to air in Grabyo Producer.

Guests can see and interact with other guests, see the program out, and have the ability to communicate with the production team using a lazy mic and intercom system built into Producer Guest.





# 3 Step three

## Set up your graphics and scenes

Consumers expect to see TV-quality live shows on every screen and platform. Before your show, you can preload a number of custom graphics such as lower thirds, L bars, name straps and branding to create engaging and dynamic layouts. You can also overlay branding and graphics from your sponsors to create more advertising inventory.

Grabyo is also deeply integrated with cloud-based graphics tools such as Singular.Live and never.no, if you would like to overlay animated graphics and data visualizations to create engaging experiences with localization options.

# 3 Step three

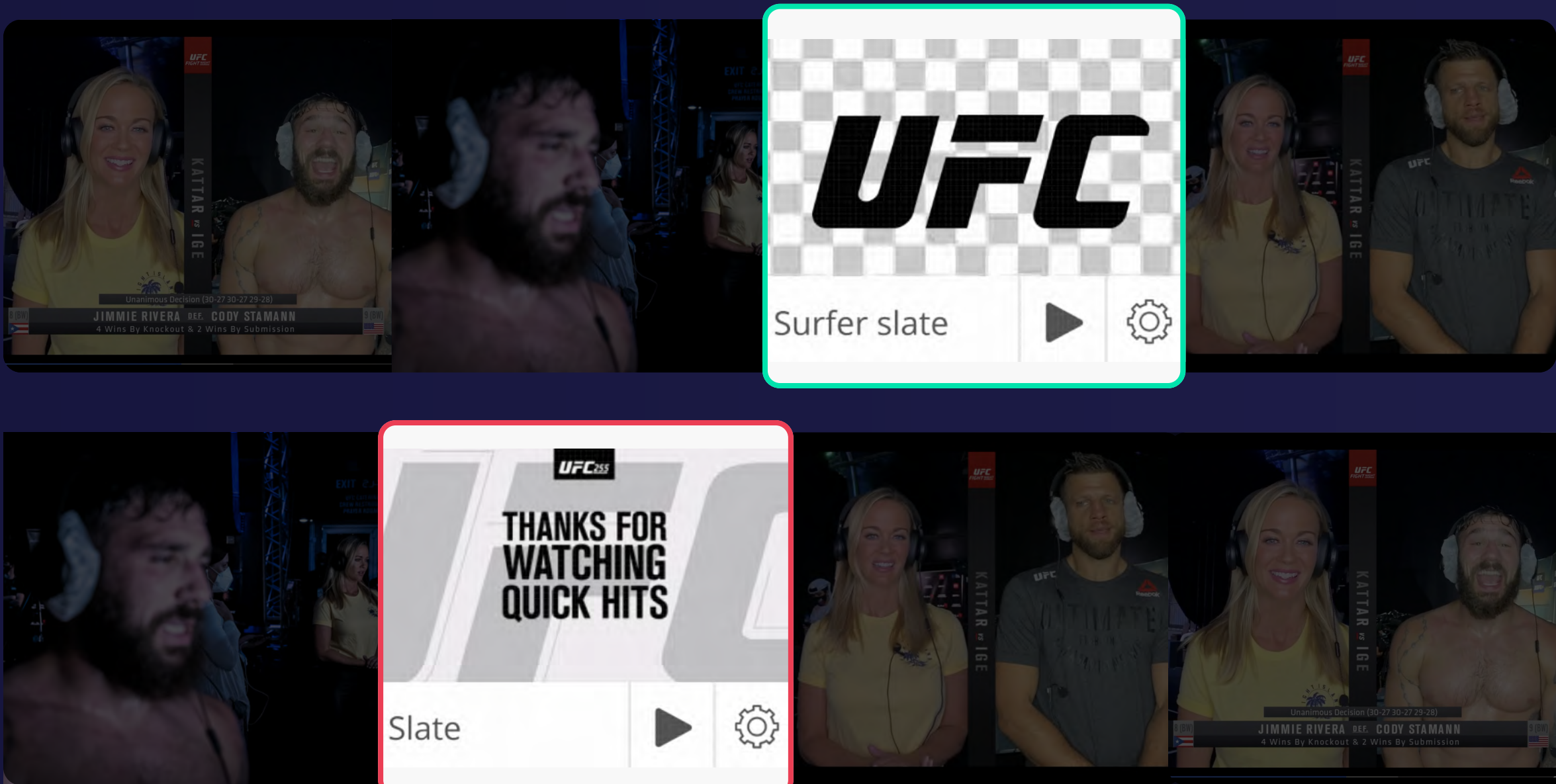
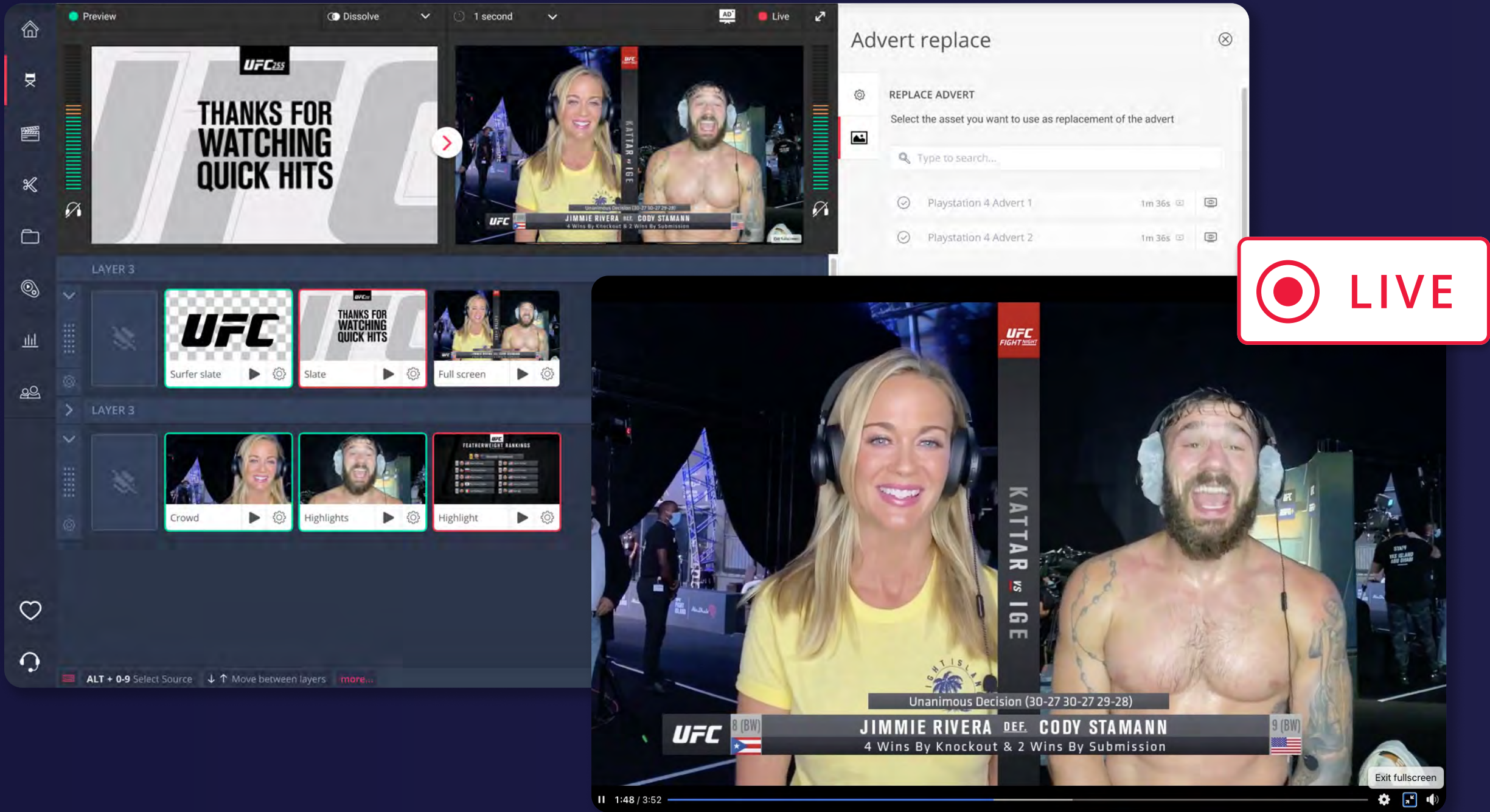
## How to deliver

During the production, you can easily drag and drop assets to create scenes and layouts across multiple layers, using graphic overlays on top of VOD or live video sources, with pixel-precise control for size and position. Scenes can then be stored, reused, and shared for use in any live production, giving an extremely simplified workflow.

Get your scenes ready ahead of time for quick and easy switching when you go live.



SINGULAR.LIVE





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## Step four

### Integrate with social media for real-time interaction

To go the extra mile and engage with your audience, you can also set up social listening and comment moderation tools.

**This will allow you to collect social posts and interactions such as questions and comments from your audience, and display them on screen, for your presenters or talent to answer and interact. You can also run polls, adding another layer of active engagement for your audience.**

“We’ve really tried to enhance and streamline our broadcasts, so they’re not just pleasant for the viewer, but for us producing them.

We teamed up with never.no at the start of this season to show comments on the screen which are also fed to the presenter, who can select a comment, read it out and really make people feel like they’re engaged in the broadcast. We also run polls for the same reason. Outside of pre and post-match shows we also do fan forums, which are very popular with our core fanbase.”



**Tom Coull**  
Audio Visual Manager  
Southampton FC



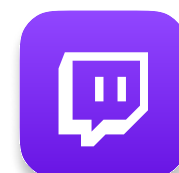
What's his favourite goal of all time? Has to be the screamer against Blackburn!



We did well today - time to start with three at the back and go for it!



So excited for the game! Where's the team news? #COYS





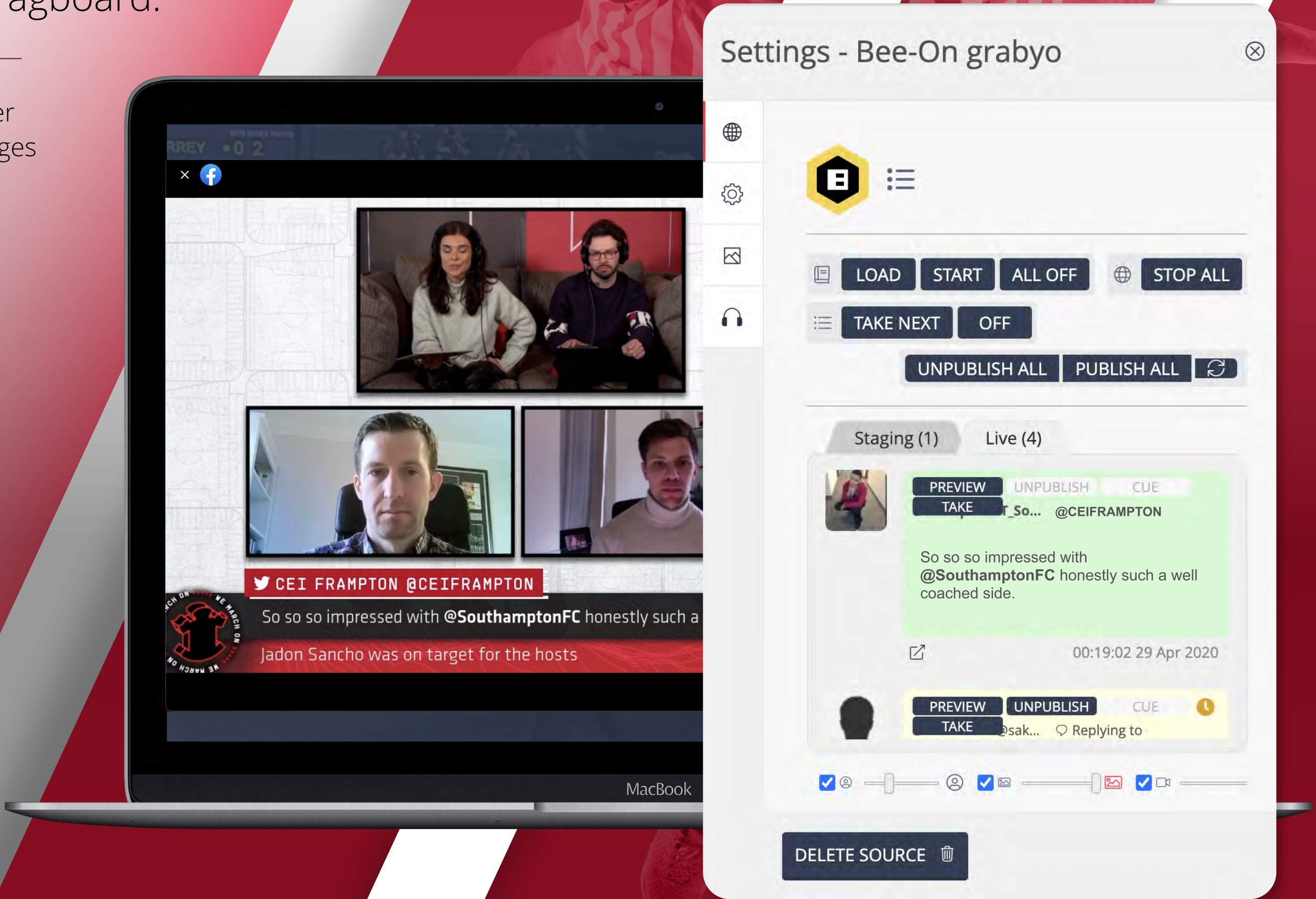
## 4 Step four

### How to deliver

Grabyo Producer is integrated with a number of third-party audience engagement tools such as never.no, Flowics and Tagboard.

These platforms allow you to receive social comments and posts, text messages and other formats to interact with on your broadcast. You can also display social posts, such as images or video, on screen.

Integrating with these platforms is simple, and once activated, you are able to moderate social comments within Grabyo Producer, and drag and drop social content into your production area to display, or feed them to your presenters.





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## Step five

### Stream everywhere

Consumers want to view content in the places and platforms they like the most – therefore you should deliver your live show to as many places and platforms as possible.

**The newest and fastest growing social platform is TikTok, who are seeing a huge uplift in users watching streams on TikTok Live.**

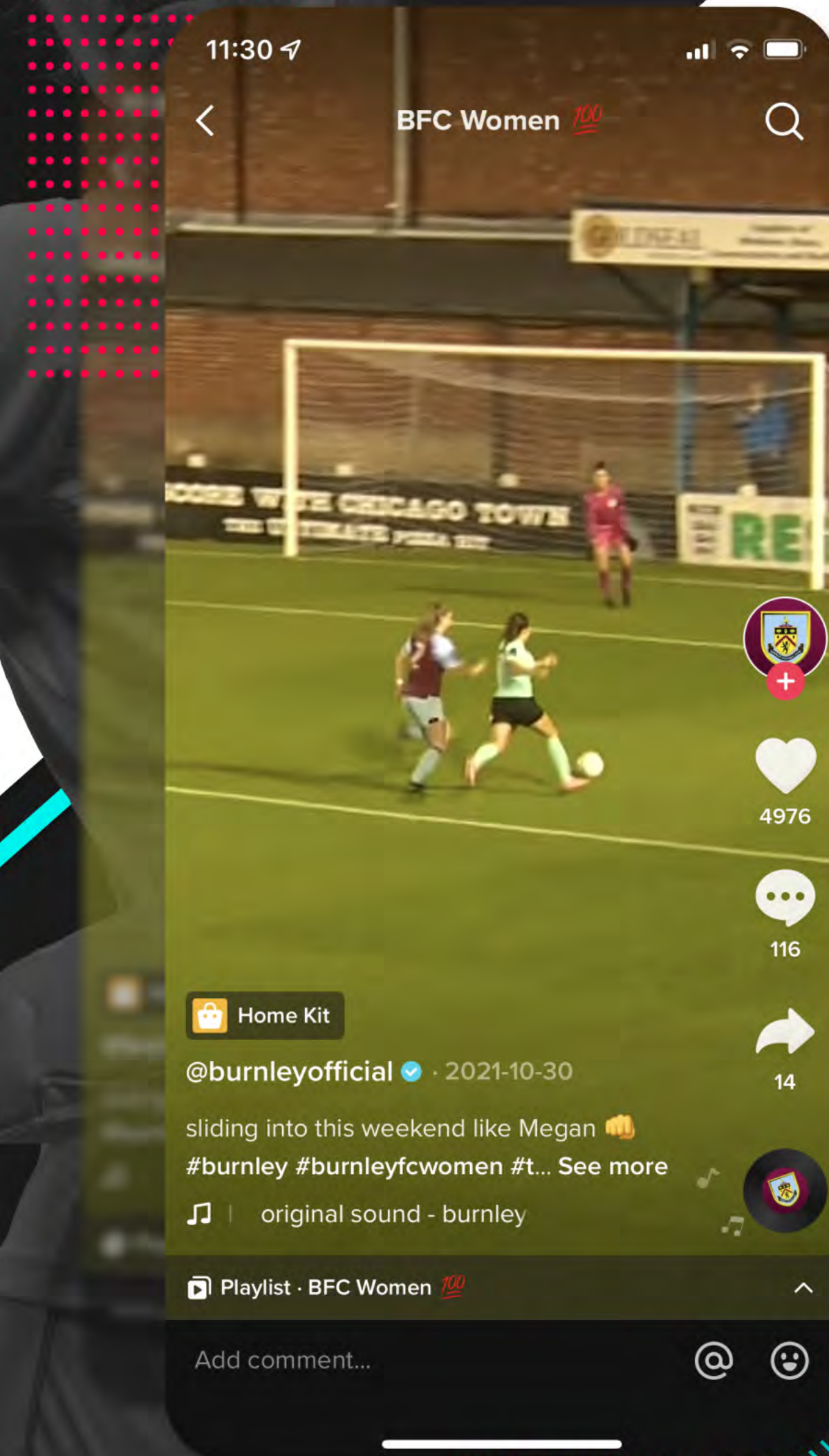
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We have a magnificent partnership with Burnley FC Women, in which they are streaming every single one of their matches to TikTok Live. On the 15th August 2021 we had the first-ever goal scored on TikTok Live in the UK in the Burnley Women vs Nottingham Forest Women's match. It was an exciting moment for us and to be able to support Burnley and the women's game is incredible. So far Burnley FC Women are averaging more than 60,000 viewers on each live stream and it's great to see the growth women's football is having through these live streams on TikTok.



**Arthur Guisasola**

Strategic Partner Lead, Sport  
TikTok

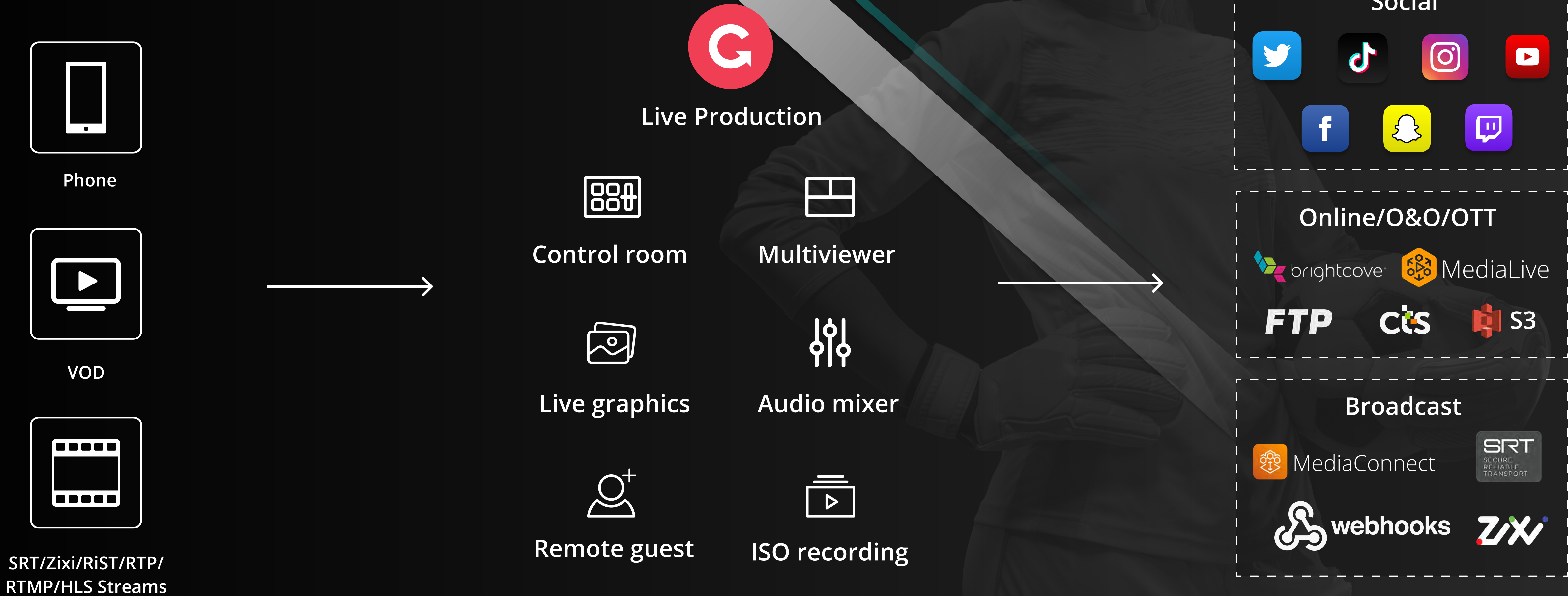




# 5 Step five

How to deliver

Grabyo is directly integrated with all major social, digital and OTT platforms, giving you the ability to stream to multiple channels simultaneously in one workflow.





# The Final Word

“Something we’ve seen with lots of customers is the excitement of broadcasting around live sporting events. The conversations that are happening on social are heightened much closer to the event than people realize. Tying in live content close to events helps you to tap into those experiences.

Those conversations don’t go on for as long after as some people may imagine, and creating a forum for fans to meet, discuss and share their views will enhance their experience while using your channels.

We’re hoping to demystify live social video production, and help people to realize that using Grabyo, it couldn’t be easier. Now you can have powerful live production tools at your fingertips, and without extensive training or a small army of people, you can create memorable live experiences for your fans.

Putting together a digital live show might seem challenging, but if you plan ahead they can be seamlessly created and executed by a small team, using minimal equipment.

We are here to help, our platform has been designed to support a live show of any size and complexity – be it one camera or multi-location setups.”



**Gareth Capon**  
CEO  
Grabyo

# Thanks for reading!

Get in touch with us to find out how we can help you action the insights in this report.

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