

5

LIVE production ideas
for sports teams and
franchises



Introduction

The team or franchise that fans choose to follow becomes part of their identity. They become part of a tight-knit community who want to share every experience – every game, every draft pick, every piece of news – with each other.

Today, the most popular and most frequent place your fan communities will meet to connect and share these experiences is on social media.

However, most of this engagement doesn't take place on the social channels of franchises themselves. Most franchise marketing teams do not have the time or resource to respond to fans on a regular basis, so these conversations happen elsewhere. Franchises are broadcasting a one-way conversation on channels designed to be interactive.

So the question is, how do you create more personal connections with your fans, drive engagement with your channels and make conversations highly interactive, in real time?

While you can't create more time for your marketing teams to interact with fans all the time, you can create a regular virtual meeting place for fans on social media, where the unique selling point is you.

Think of it as a virtual tailgate where they can meet other fans, share their thoughts and connect directly with their team. They can't get it anywhere else – and they want to get it from you.

This ebook outlines five ways you can make this happen, without the need to outsource.

Each of these formats require minimal equipment and resources – we've included some equipment suggestions, but with Grabyo, most can be achieved using what you already have at your disposal. Our cloud platform enables you to produce and deliver all of these formats, and more, to all of your social and digital destinations.

We hope you enjoy reading and find this ebook useful. If you have any questions or want any further information, you can find our contact details at the back.



Format 1: Draft shows



Broadcast a personalized draft show to your social channels, website and app with guests from across your organization to offer commentary. You can host the show in any location with a skeleton set up, or scale up to more technical production.

Fans will interact with your broadcast and each other in the comments section of your post. Use in-house graphics to create a high-quality branded show or leverage live graphics platforms such as Singular.Live to bring in animated graphics with custom data inputs, such as tickers, straps or lower thirds to display information.

Create monetization opportunities by displaying sponsor logos and graphics, or insert ad breaks to your broadcast.

Required

- ✓ Grabyo Producer
- ✓ Smartphone(s)
- ✓ Lapel microphones
- ✓ Tripod mounts
- ✓ Laptop/PC

Optional

- ? High-grade cameras (+ encoder)
- ? Dynamic microphones
- ? Lighting
- ? Designated studio



SPONSOR LOGOS

HOSTS

LIVE GUEST SPEAKER

BRANDED GRAPHICS

ANIMATED NEWS TICKER



Using Producer Guest, Grabyo's remote contribution platform, you can have guests appear remotely on your show, from anywhere in the world. Widen your pool of talent and reduce your carbon footprint by removing barriers such as scheduling conflicts or travel considerations.

TIP

Format 2: Game day shows



This is the virtual tailgate. Instead of the parking lot, bring fans to your social channels and create a new game-day ritual.

These shows can follow multiple formats, and can take place before, during and after the action. Bring team news and exclusive interviews to your fans. Have ex-players or coaches give analysis or predictions, mix in VOD content and put your fans at the centre. Host the show from anywhere - beside the field, in the stadium or a fan park.

Interactivity is where the magic lies in a successful game day show. Audience participation platforms are designed to make this easy for live productions. Moderate and display fan social comments, text messages, videos or images to display on the broadcast and put fans at the heart of the show.

The sponsorship opportunities for game day shows can also embed you in the ritual. Create sponsorship opportunities with brands such as snack or beverage companies for a holistic offering.

Required

- ✓ Grabyo Producer
- ✓ Smartphone(s)
- ✓ Lapel microphones
- ✓ Tripod mounts
- ✓ Laptop/PC
- ✓ Audience participation platform

Optional

- ? High-grade cameras (+ encoder)
- ? Dynamic microphones
- ? Lighting
- ? Designated studio
- ? VOD assets



HOSTS HOSTS IN STADIUM



REMOTE GUESTS



🐦 DYLAN LACEY @SFC DYLAN

AUDIENCE COMMENT DISPLAYS

Feeling a 2-1 today, CMON YOU SAINTSSSS ❤️ #saintsfc
Teams drew 2-2 at Selhurst Park earlier in the season



COUNTDOWN TO GAME START



TIP

Grabyo has native integrations with a number of audience participation and graphics providers including Singular.Live, Dizplai, and Tagboard. Create branded, animated graphic templates beforehand, and manage every aspect of an interactive production within one platform to reduce your resource requirements for the show.

Format 3: Weekly magazine shows



Weekly live shows give you an opportunity to maintain engagement and connections with your fans outside of games and events. You can approach weekly shows with a 'magazine' format – news round-ups, special interest series or behind the scenes segments. Your USP is your access to the franchise – fans

will want to explore it all and here's your chance to give them unique insights.

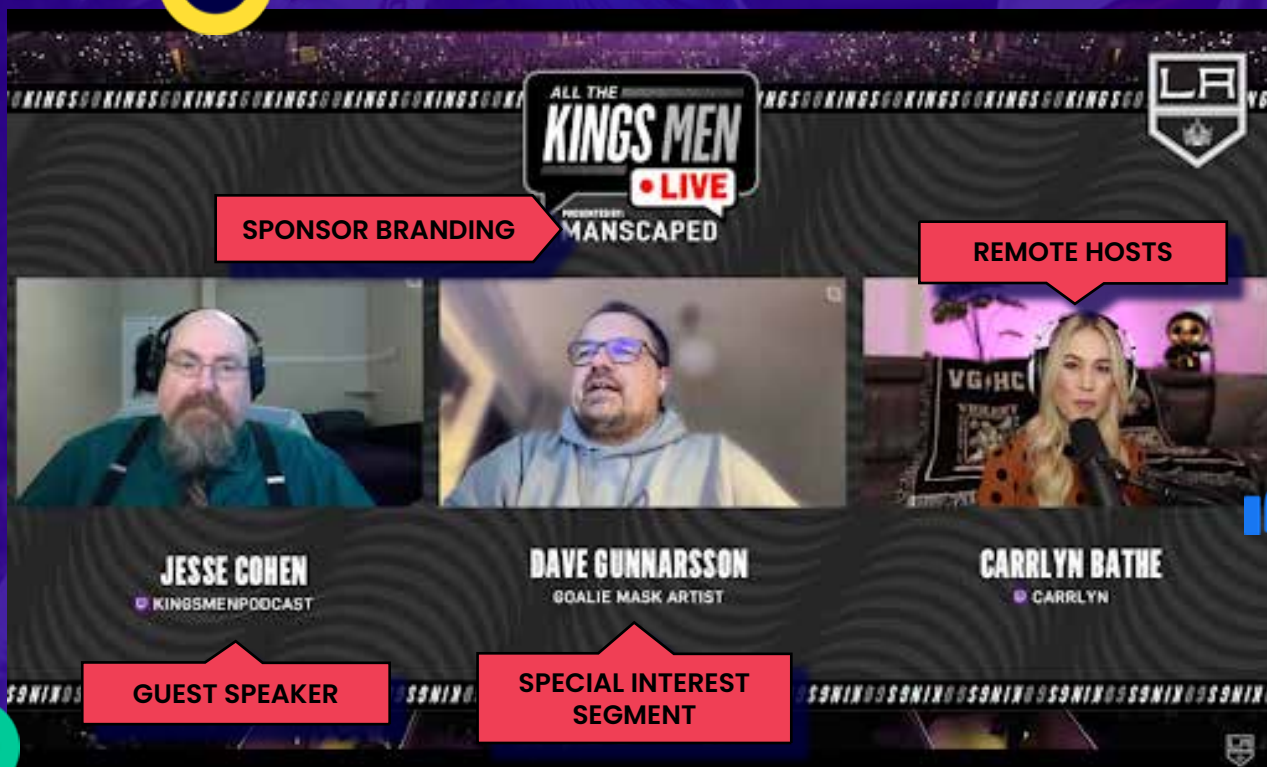
A low-touch weekly show could be a series of VODs played out with a live host to take fans through the show, with the opportunity for real-time interaction with fans.

Required

- ✓ Grabyo Producer
- ✓ Smartphone(s)
- ✓ Lapel microphones
- ✓ Tripod mounts

Optional

- ? High-grade cameras (+ encoder)
- ? Lighting
- ? Audience participation platform



TIP

Create a playlist of VOD assets or load up a media player within Grabyo Producer to manage a collection of VOD assets for playout in your live broadcast. For a show with remote hosts and guests, invite all speakers to appear using Grabyo's remote guest platform, and use its intercom functionality to communicate with all on-screen talent during the show.

Format 4: Talent Q&As



A low-touch, low effort way to bring fans closer to your franchise. This format works best with less – you'll want to drop all the barriers between fans and star athletes by giving this format a raw, unfiltered feel. This could be connecting with talent at home, or in the locker room.

Fan involvement is critical – through social messages, UGC or live appearances. You're facilitating a real-time conversation between fans and their heroes so it needs to be seamless and accessible. The format revolves around taking questions from fans, but you might like to involve a host to keep things moving.

Required

- ✓ Grabyo Producer
- ✓ Smartphone(s)
- ✓ Lapel microphones
- ✓ Tripod mounts
- ✓ Audience participation platform



REMOTE TALENT



SPONSOR BRANDING



TIP

You could also stream this type of show in vertical format using Grabyo Producer, to create live programming for Instagram or TikTok. The 'raw' feel to the program will resonate with fans on these platforms and drive more engagement with viewers.

Format 5: Meet the press



News updates about your franchise are gold dust to your fans, so why not invite them to your press conferences?

With a simple technical set-up, you can stream your press conferences to your

social channels, giving fans that place to meet and discuss what's happening online, on your channels. It's also likely a lot of the equipment you'll need is already in your press box or area.

Required

- ✓ Grabyo Producer
- ✓ Smartphone(s)
- ✓ Lapel microphones
- ✓ Tripod mounts

Optional

- ? High-grade cameras (+ encoder)
- ? Lighting
- ? Audience participation platform



TIP

With Grabyo you can stream to multiple destinations at once, including OVPs such as Brightcove, social media, OTT platforms and apps. In just one platform, in about 5 minutes, you could set up your press conference to broadcast to every channel simultaneously.

About Grabyo



Grabyo is the leading cloud-native video production and distribution platform. A modern, lightweight and powerful SaaS solution with all the tools needed for live broadcasting and events. The service can scale from single operator digital streams to multi-camera productions with a larger remote team, combined with integrated live clipping, editing and publishing tools.

Grabyo is trusted by major publishers and rights holders including Arizona Cardinals, UFC, The National Lacross League, LaLiga, The English Premier League and Southampton FC.

Grabyo's fully managed service means production environments can be spun up in minutes with no engineering resource needed, offering customers the comfort of a single price per hour for product and service usage. Accessed via a web browser, Grabyo removes the need to deploy large teams onsite and in-studio, reducing production costs, and enabling teams to focus on creating high quality live broadcasts.

The service supports video delivery in all aspect ratios across all platforms, from social media to OTT platforms and linear TV. We have strategic partnerships across OTT, social media and broadcast including Twitter, Facebook, YouTube, Instagram, TikTok, Twitch and Snap.

D2C marketing for sports franchises

Request demo