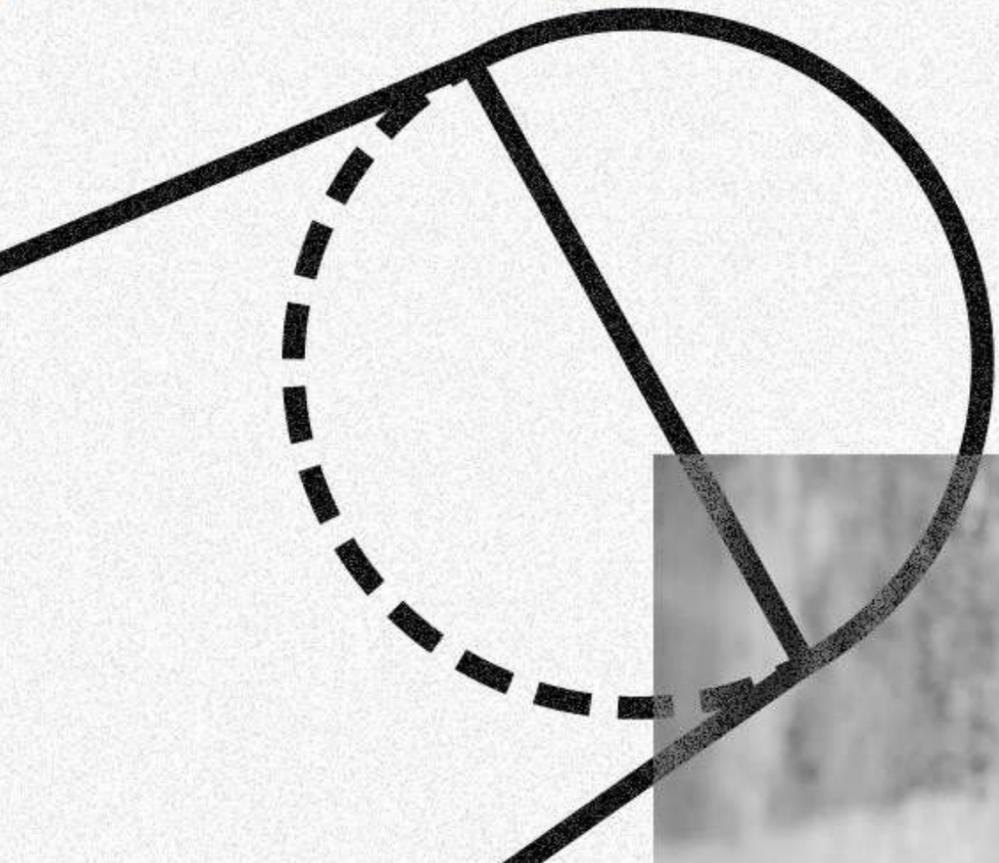
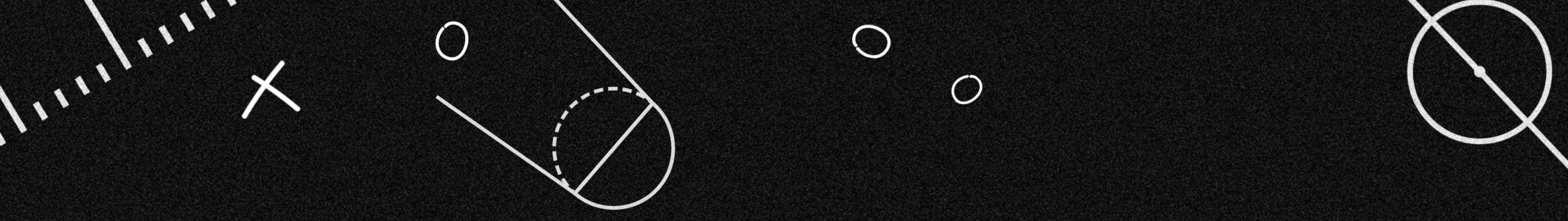


BEYOND

THE SCORE THE SCORE THE SCORE

WINNIN REPORT





The cultural insights in this report are based on data from Winnin Insights, our proprietary video intelligence software.

Great insights await you!

PS: All videos in this report are clickable. ;)

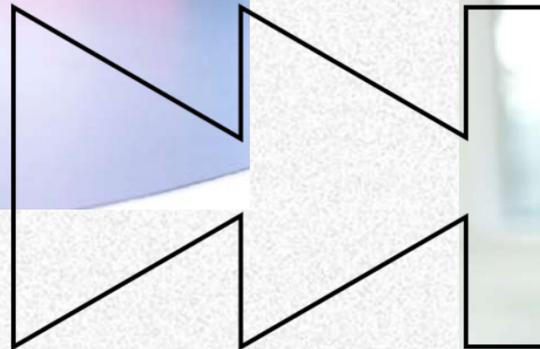


- 1_Intro**
- 2_New Broadcasting Rights**
- 3_Opportunities**
- 4_Relevant Creators**
- 5_Platforms**
- 6_Successful Cases**
- 7_Final Whistle**



FROM COMMUNICATION CHANNELS DICTATING SPORTS GUIDELINES

Conventional platforms with the same type of content and formats: matches and debates on the TV



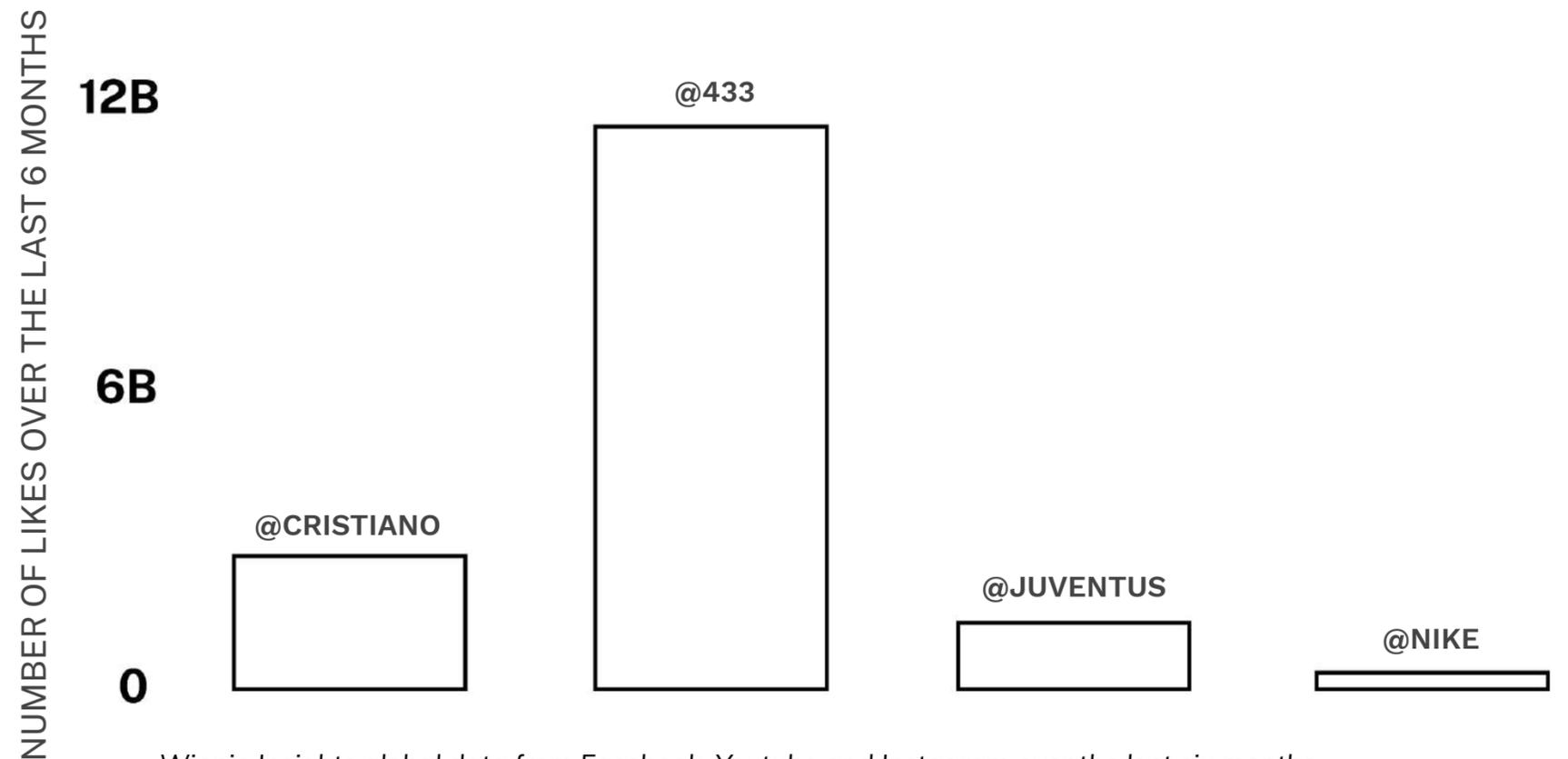
TO DECENTRALIZATION OF SPORTS CONTENT PRODUCTION

Multi-platform and multi-format content connected with the culture

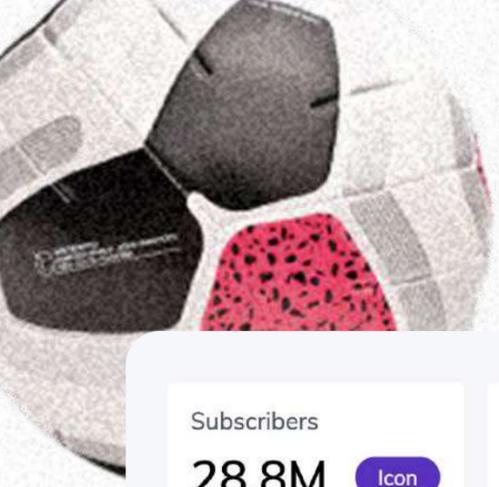
THE RISE OF SPORTS PUBLISHERS

Pioneers on **different types of formats and contents** (focusing on entertainment), these sports publishers stand out when it comes to **numbers of likes, views, and engagement**, growing their relevance day after day.

433, for example, is a sports publisher that even with less followers, beats the number of likes of iconic sports creators. For example, Cristiano Ronaldo, even though he is the most followed person on Instagram, (with over 230M followers) he has 4x less likes on his page than 433. The publisher also beats Juventus, CR7's currently team, and Nike, one of the most relevant brands on the planet.



Winnin Insights global data from Facebook, Youtube and Instagram over the last six months.

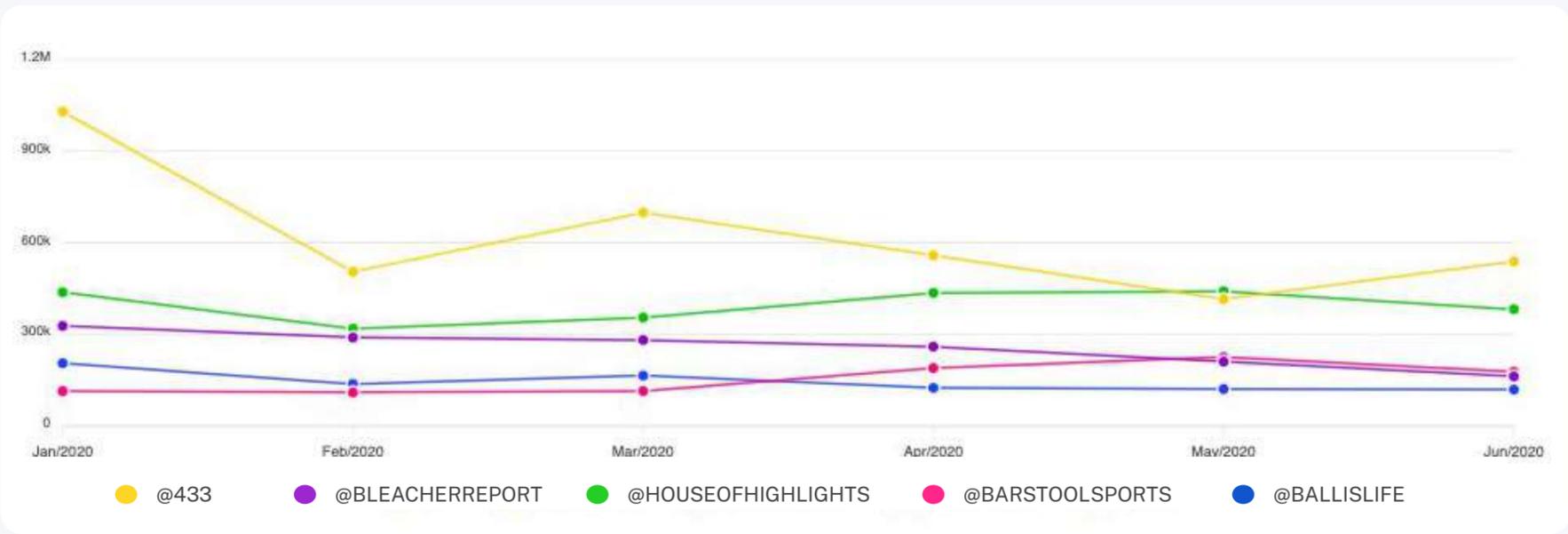


@433

Subscribers 28.8M <small>Icon</small> <small>▲ 1.92% from May to Jun</small>	Views 1.4B <small>Last 3 Months</small>	Likes 231.3M <small>Last 3 Months</small>
--	---	---

The rising relevance of **sports publishers** on social medias may be explained by the different kinds of formats and contents they produce. The replication of videos focused on the athletes' **life outside the courts and fields**, like their family moments and their hobbies have been getting the attention of the fans. The universe of sports without showing properly plays and highlights of a game have been proved as really engaging contents.

Comparison of the increase in followers of the most relevant sports profiles on Instagram in the last six



Winnin Insights global data from Facebook, Youtube and Instagram over the last six months.

NEW BROADCASTING

RIGHTS

Broadcasting rights is what still keep sports on television. But this is changing! Sports content is increasingly adapting to new platforms:



Flamengo x Fluminense: Saiba como assistir à final do Carioca ao vivo na TV e online

EN: Flamengo x fluminense learn how to watch the Carioca Championship final live on tv and online.

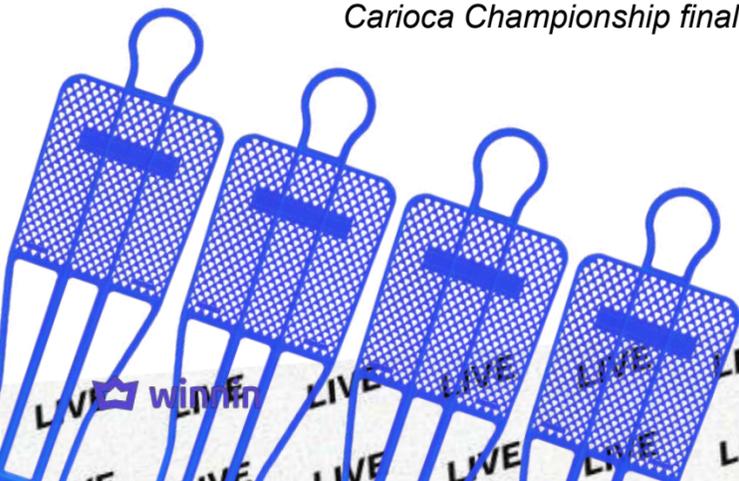


Facebook secures exclusive digital rights for ICC cricket events



Amazon compra direitos de transmissão da Premier League inglesa

EN: Amazon buys english Premier League broadcasting rights



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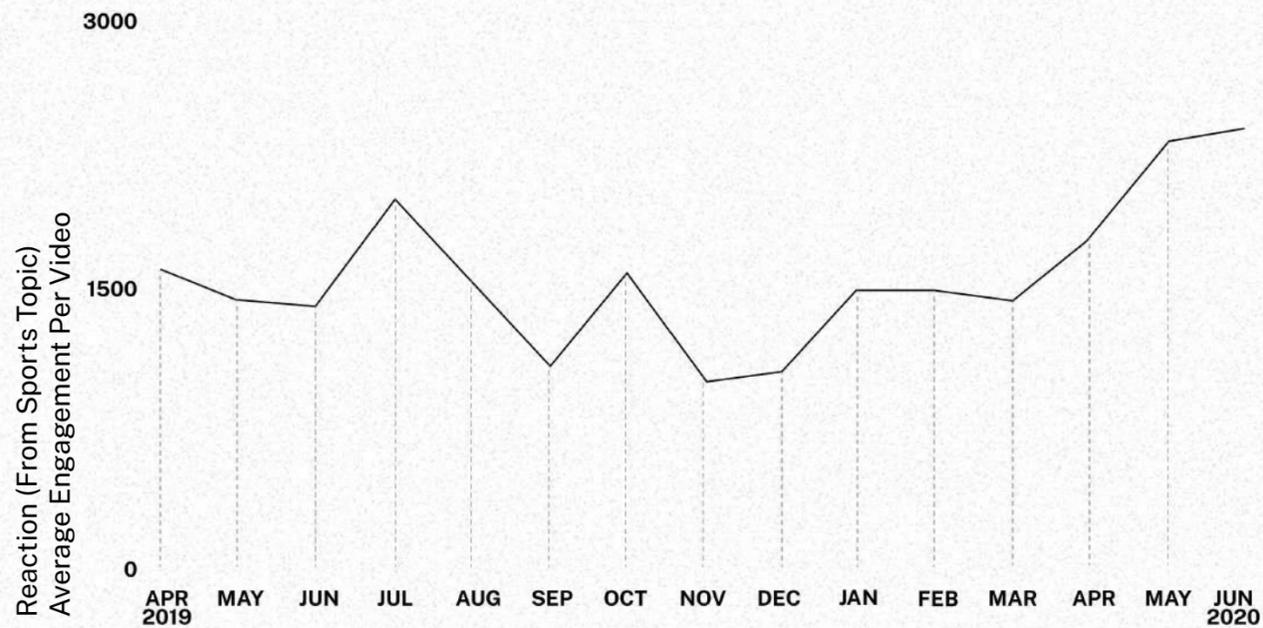


***OPPORTUNITIES TO
DOMINATE THE NEW
CONTEXT***

ANOTHER POINT OF VIEW

Format: #REACTION

The biggest sports moments don't always come from the field. Many of the most engaged content capture other people's **reactions**, such as fans or coaches - people that are also part of the sports universe but didn't use to be in the spotlight.



Winnin Insights global data from Facebook, Youtube and Instagram from Apr-19 to Jun-20.

MOST RELEVANT VIDEOS

Video Title	Topic	Likes	Views	Com.
Jay-Z couldn't believe this Bron dunk	basketball	281.2k	1.6M	1.4k
Never forget LeBron's reaction to when 21-year-old Kawhi Leonard checked i...	Basketball	581.1k	3.4M	7.2k
Epic Reactions on Cristiano Ronaldo Skills & Goals	Soccer	117.2k	7.6M	1.7k

FROM COURT TO CLOSET

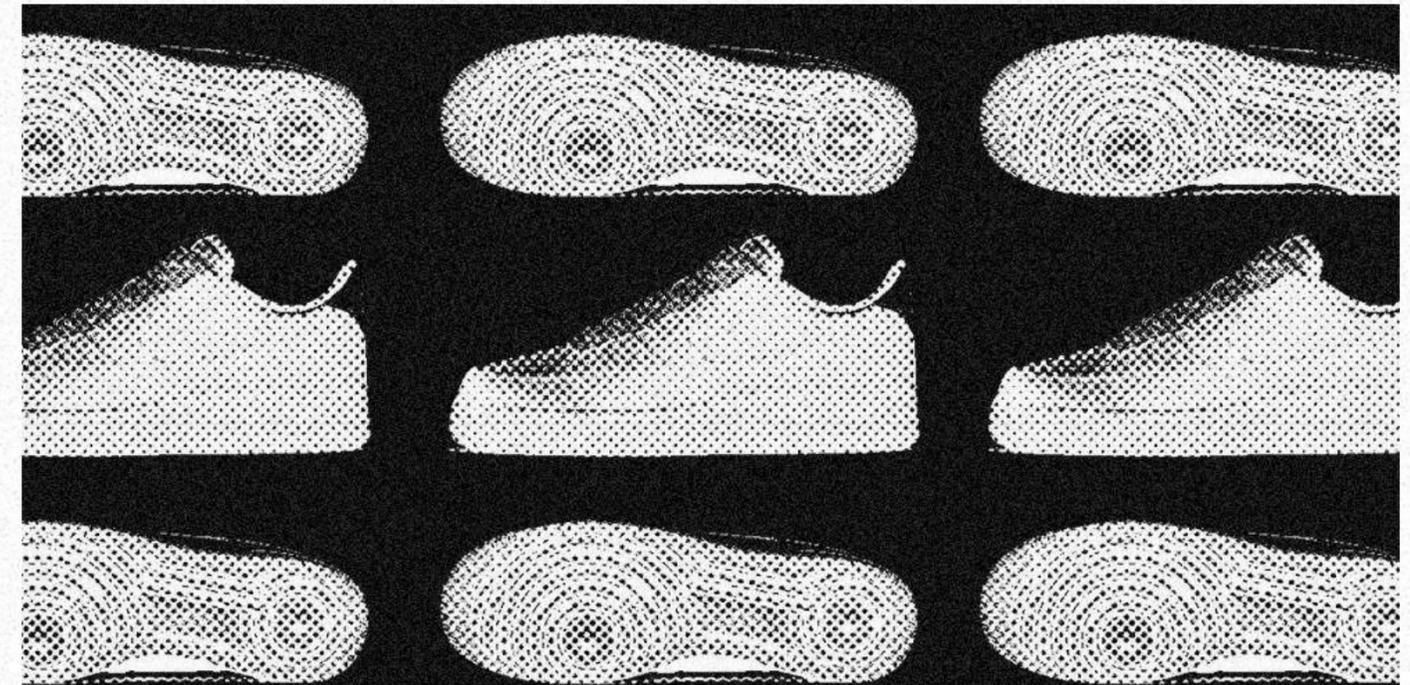
Format: #VLOG

Players are, nowadays, also **fashion references**. Their clothes, accessories, sneakers and even haircuts appears not only on sports magazines, but also fashion vehicles, which shows how relevant they are. This is a huge opportunity for brands to create diversified content -going beyond the sports universe.

When we look "Shoes" topic inside the "Fashion", category on Winnin Insights, we can see the relevance of "**Sneakers**", highly connected to the basketball universe and players.

	"Shoes" Subtopics	Topic	↓ Engag./Video	Views/Video
01	Customization	Shoes	19.68k	578.32k
02	Sneakers	Shoes	6.08k	156.85k
03	Boots	Shoes	3.26k	130.23k
04	Collection	Shoes	2.72k	59.03k
05	Unboxing	Shoes	2.18k	58.92k
06	Review	Shoes	1.93k	60.38k

Winnin Insights global data from Facebook, Youtube and Instagram



MOST RELEVANT VIDEOS

Carmelo Anthony Goes Sneaker Shopping With Complex
by Complex
Topic: Shoes
4 months ago
Likes: 34.3k Views: 1.3M Com.: 2.4k

James Harden & Russell Westbrook Break Down Their NBA Tunnel Style |...
by GQ Sports
Topic: Basketball
2 months ago
Likes: 27.6k Views: 1.2M Com.: 1.3k

Stay home and keep stylish #stayhomestaysafe
by cristiano
Topic: Soccer
4 months ago
Likes: 12.4M Views: 62.3M Com.: 174.5k

PRO PLAYERS, PRO GAMERS

Format: #GAMEPLAY

Players of different kinds of sports are getting more and more inside the world of gaming. Whether they are playing on tournaments or creating profiles and channels to produce their own content, video games have gained a spotlight place in their lives, **from live streaming solo to playing with friends and even fans.**

Basketball Tags	Topic	Engag./Video
01 ballislife	Basketball	5.01k
02 kobe bryant	Basketball	4.66k
03 james harden	Basketball	4.66k
04 nba2k20	Basketball	4.32k
05 zion williamson	Basketball	4.22k

The fifth most engaged tag on the "Basketball" topic is "nba2k20"

Winnin Insights global data from Facebook, Youtube and Instagram



MOST RELEVANT VIDEOS

MITCHELL

The ending of this game was a good one 🤔

by nba2k

Topic: Sports games

4 months ago

Likes: 148.3k Views: 639.9k Com.: 944

FIFA 20

DESAFIO DO FRED

GOOOOOL!!!

A CRIS JOGA MUITO FIFA! - FIFA EM CASA

by Desimpedidos

Topic: Jogos de esportes

7 months ago

Likes: 138.9k Views: 1.7M Com.: 1.9k

DEI SHOW NO FIFA 20

VINI FIFA CHALLENGE #3 - IMPOSSÍVEL ME GANHAR?!?

by Vinicius Jr

Topic: Jogos de esportes

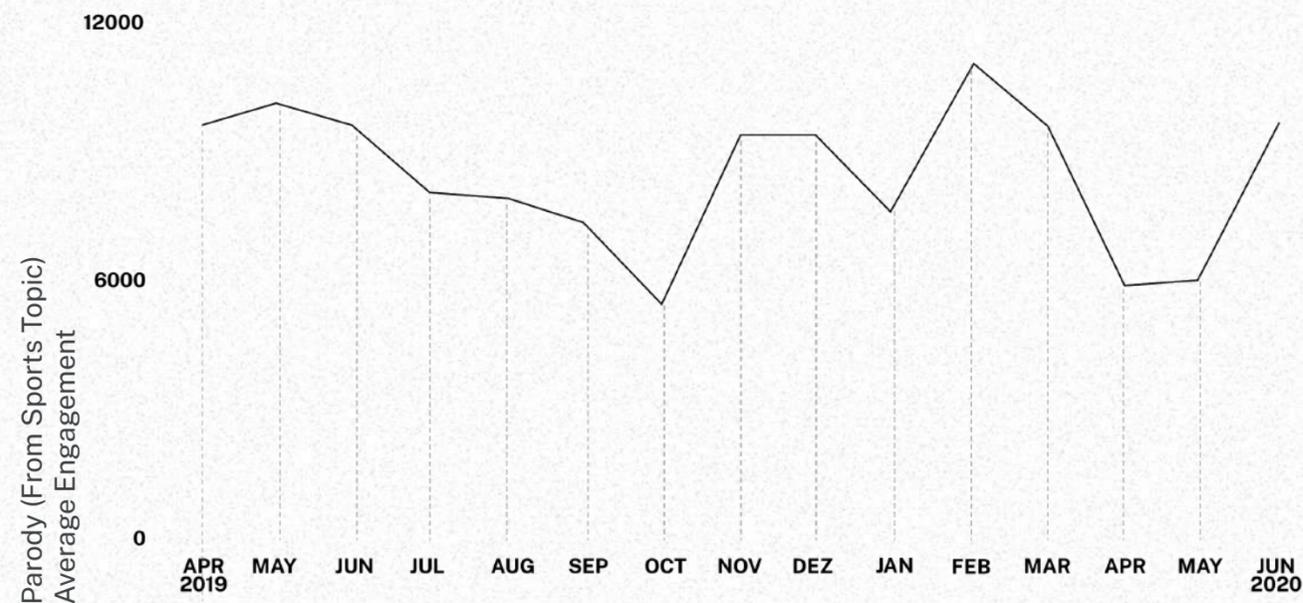
22 days ago

Likes: 28.8k Views: 209.1k Com.: 706

NEWS PARODY

Format: #PARODY

A good parody is a hot topic parody. In the sports universe, that's even more relevant. They work as a format to **give the news a humorous approach**. During the break of sports seasons, the average engagement has fallen, however, as soon as the games return, it has started to grow again. Now, we can expect it to keep on rising.



Winnin Insights global data from Facebook, Youtube and Instagram from Apr-19 to Jun-20.

MOST RELEVANT VIDEOS

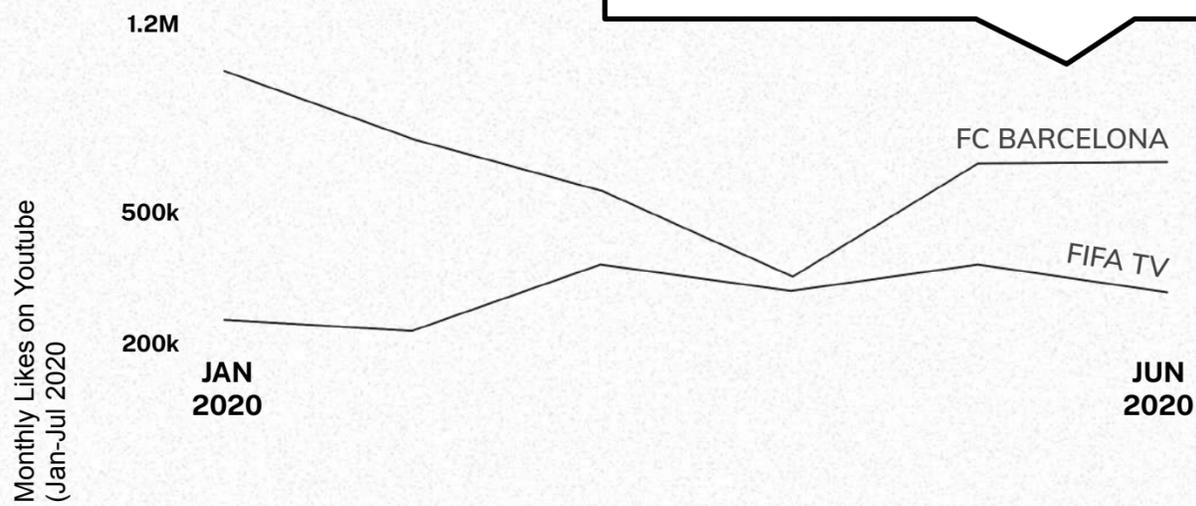
Video Title	Creator	Topic	Likes	Views	Comments	Time
TIMO WERNER's 1st DAY AT CHELSEA! (Not Liverpool)	442oons	Soccer	45.4k	1.4M	4.4k	a month ago
CRISTIANO RONALDO NO PSG??? Paródia Tudo no Sigilo - Vytinho...	FutParódias	Futebol	222.5k	4.1M	5.9k	2 months ago
LeBron James Recruits J.R. Smith To The Lakers!	Da Kid Gowie	Basketball	17.5k	358.3k	923	a month ago

CHALLENGE EVOLUTION

Format: #CHALLENGE

If sports challenges were mostly about trickshots before, now they seek to get players out of their comfort zone. From quizzes to Face-to-Face matches, **the challenge here is to get players to try something new to relax** and, of course, to have a good laugh.

Although the number of followers is similar and the fact that FIFA has access to old games and exclusive content, **Barcelona**, which has been betting on this type of format, **surpasses FIFA in terms of engagement.**



Winnin Insights global data from Youtube

MOST RELEVANT VIDEOS

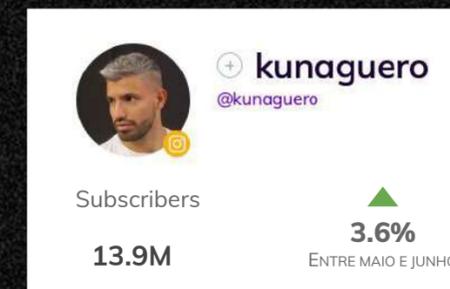
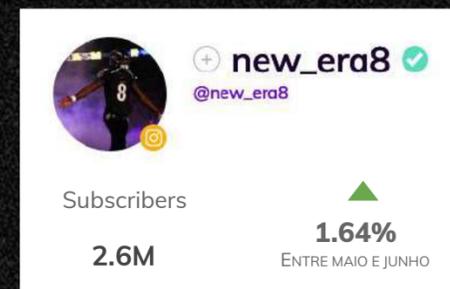
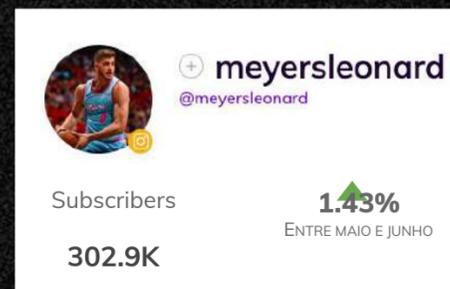
<p>7 SECOND CHALLENGE EL CLÁSICO Griezmann vs. De Jong by FC Barcelona Topic: Soccer 5 months ago Likes: 193.4k Views: 4.1M Com.: 2.7k</p>	<p>This is hilarious! Nicolas Pepe & Alexandre Lacazette UnClassic... by Arsenal Topic: Soccer 2 months ago Likes: 14.1k Views: 389.4k Com.: 670</p>	<p>GUESS WHO? Ep.4 "IN THE AIR" Courtois vs Areola Emirates Edition by Real Madrid Topic: Soccer 6 months ago Likes: 31k Views: 922.4k Com.: 575</p>
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HIGHLIGHTS ON THIS NEW SCENARIO

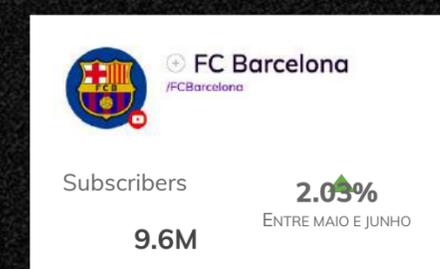
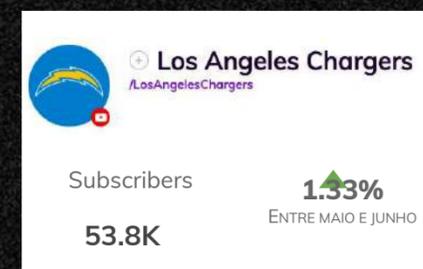
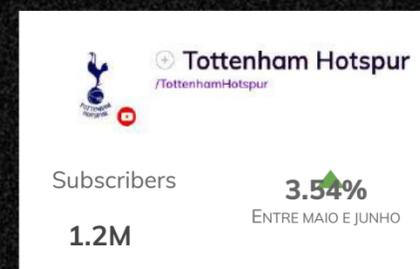
Creators that big brands can partner with to produce really **relevant content**

Different from the usual, showing their routines, families and hobbies

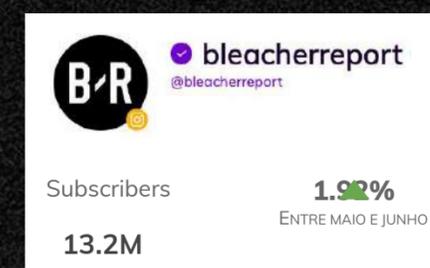
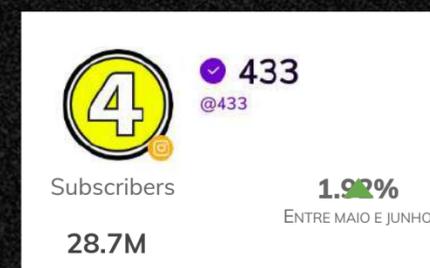
PLAYERS



TEAMS



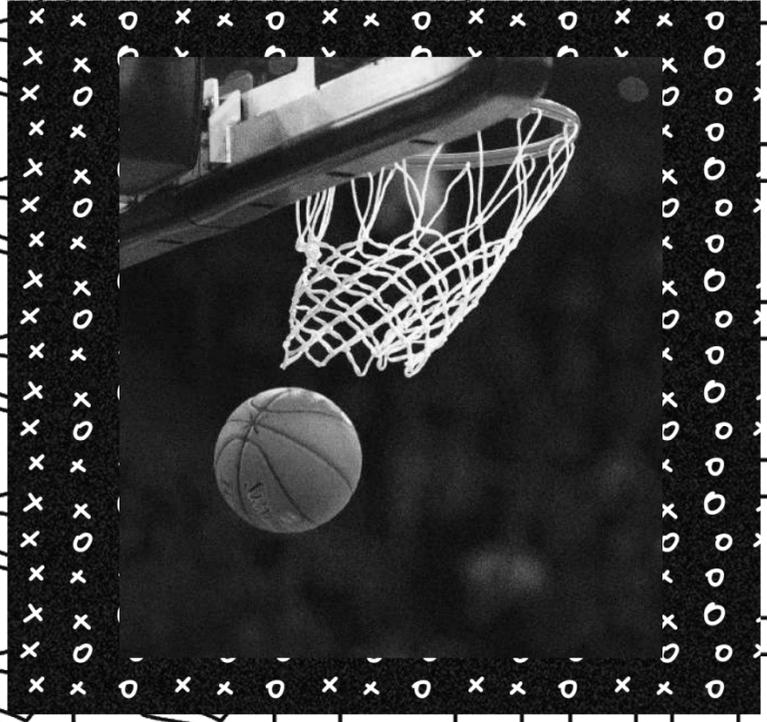
SPORTS
PUBLISHERS



Focusing more on outside-of-the-field moments

Dados globais do Winnin Insights retirados do Facebook, Youtube e Instagram.

SUCCESSFUL
SUCCESSFUL
SUCCESSFUL
SUCCESSFUL
SUCCESSFUL
SUCCESSFUL



CASES
CASES
CASES
CASES
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CASES



Credits: "The Last Dance", an original series Netflix Studios, LLC. All rights reserved.

THE LAST DANCE

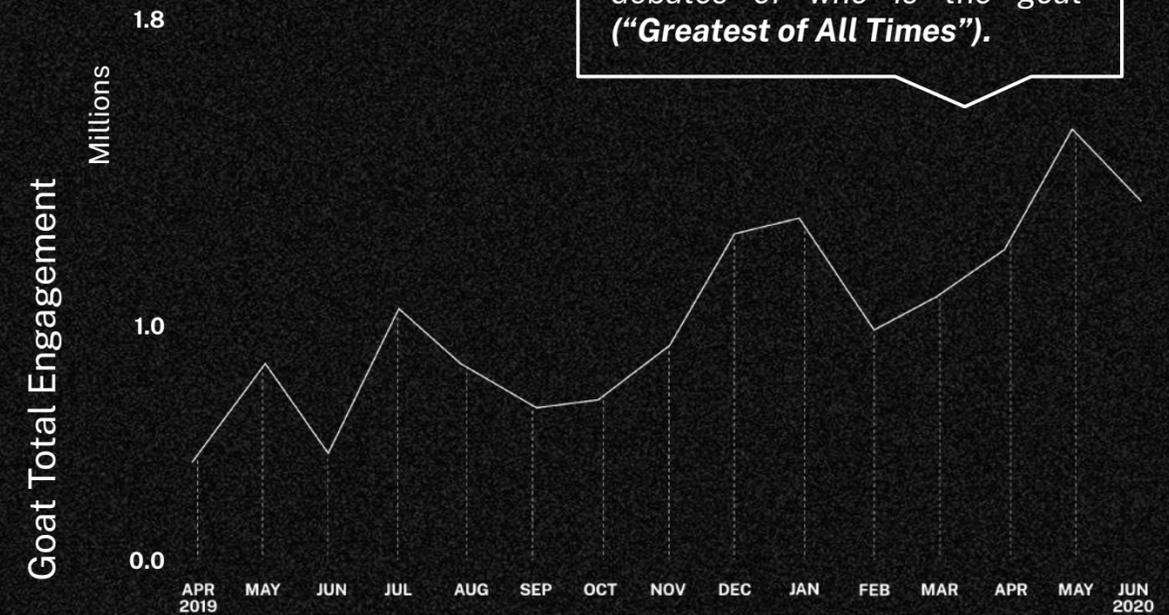
The Last Dance's success was not only due to the high ratings reached by the series on Netflix and ESPN.

And the proof of that was all the buzz generated, with several highly engaged videos of debates and discussions about the series itself. This could be seen with the growth of the GOAT (Greatest Of All Times) tag in recent months and even with its fall in June, after the end of the documentary. Sports commentators dedicated themselves to debating the issue and taking a stand on the size and importance of Michael Jordan.

The production, which is revolutionary in terms of quality, was a fusion of highly relevant content such as **behind the scenes** and **nostalgia**; engaging fans and non-fans of the sport from all over the world.

TRENDING: GOAT ("GREATEST OF ALL TIMES")

Videos of discussions and debates of who is the goat ("Greatest of All Times").



Winnin Insights global data from Facebook, Youtube and Instagram over the last fifteen months.





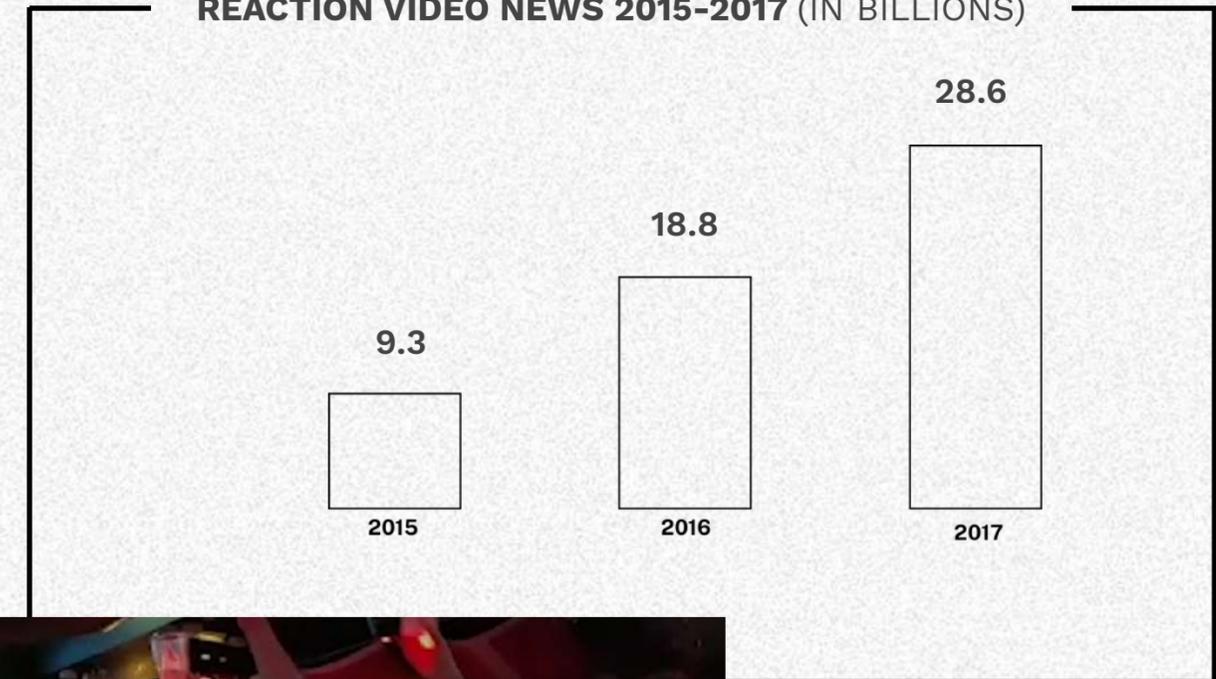
#REACTION CHALLENGE

2018 World Cup. Bud needed a relevant online video content strategy to reach the 100M view mark and thus become the #1 brand on social media during the tournament..

At the time, when the Online Sports Revolution started to take shape, we saw the **first boom of videos in the Reaction format.** And, in a World Cup, there is nothing more relevant than bringing this format closer to the games that everyone was watching. And so the **Reaction Challenge** was born.

Daniel Alves -captain of the Brazilian team -was one of the creators chosen to carry out the strategy. Despite the athlete being out of the competition, one of his videos had an absolute record of views on his Instagram profile (+ 23M), in addition to bringing an **organic engagement from other iconic influencers.**

REACTION VIDEO NEWS 2015-2017 (IN BILLIONS)



+220M
65% ORGANIC
VIEWS



FINAL
FINAL
FINAL
FINAL
FINAL
FINAL

WHISTLE
WHISTLE
WHISTLE
WHISTLE
WHISTLE

If in the past the sports content consumption was focused on results and statistics, today the life beyond the courts and fields is as important (or even more) as who won a match. **Sports have joined for good the Entertainment World.**

And when we talk about entertainment, it isn't necessarily about huge productions, but about a wide ecosystem of sports content, where there are multiple possibilities to be relevant: whether **exploring new formats** or **new platforms**.

Today, buying sponsorship quotas is no longer enough. Therefore, **it's time for brands to come together and actively participate in the production of sports entertainment content**, connecting to what is culturally relevant, thus, **they'll be able to stand out on this new scenario.**



WHO IS WINNIN?

Winnin empower creativity with data-science.

Global leaders as AB Inbev, Danone, Nestlé, among others trust in Winnin to make better decisions.



Our technology can help you understand:

What is relevant.

Find out what subjects your audience is truly interested in engage with.

How to be relevant.

Understand which formats and language work for each audience on each subject.

Who to be relevant with.

Find the rising star creators, influencers and brands that are winning.

Get In Touch

contato@winnin.com

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Rio de Janeiro/RJ - Brazil

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