



# DIGITAL MEDIA COLLABORATION & COMMUNITY ENGAGEMENT

Request, collect, manage and share media with your digital community in your own branded workflow solution

**PT**  
**SPORTSUIE**

#UGC | #DIGITALACCELERATION

## It is worth asking some important questions

Sporting leagues, federations, player bodies and clubs are fast-tracking the procurement of integrated and controlled media collection and workflows processes and platforms.

With media ownership and audience engagement at the top of all sporting codes' minds - the decisions made now from a sustainable platform perspective will determine the future scalability and commercialisation of branded sports media across their communities.

### QUESTION 1

**Do you know how much media is generated within your sport community that you have no sight or influence of?**

### QUESTION 2

**Would you like to efficiently coordinate the frequency, production and submission of user-generated-content?**

### QUESTION 3

**Do you have the digital platforms that package, encourage and reward brand and fan media engagement?**

### QUESTION 4

**Can you leverage the influence of your athletes by commissioning and collecting player-generated content simply and sustainably?**

### QUESTION 5

**Are you able to collaborate with franchises, federations, media partners and sponsors in an efficient way that protects your digital media IP?**



**WE CAN HELP**

## **Establishing a multi-tenant media workflow and collaboration solution**

PT SportSuite's branded media collaboration and workflow platform, provides a simple, multi-functional platform to commission, collect, manage and share digital media

PT's SportMojos media platform facilitates efficient commissioning, collection and distribution of digital media





**#DARETOBEDIFFERENT**

# **Collaborate with athletes, partners, sponsors and franchises like never before in sports**

PT's SportMojos has redefined how media can be commissioned, analysed and shared across stakeholder groups.

Collect and share content with your teams, players, fans and sponsors; while protecting the value of your digital assets - all in one platform.

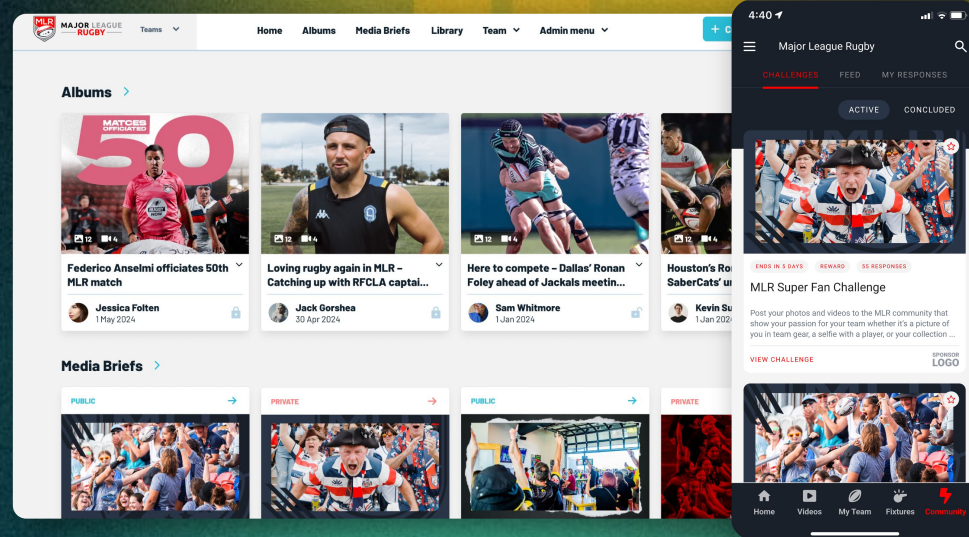
This is your opportunity to take media collaboration across your community to a new level.



## MULTI-TENANT WORKFLOW

# Request, collect, manage and share media assets

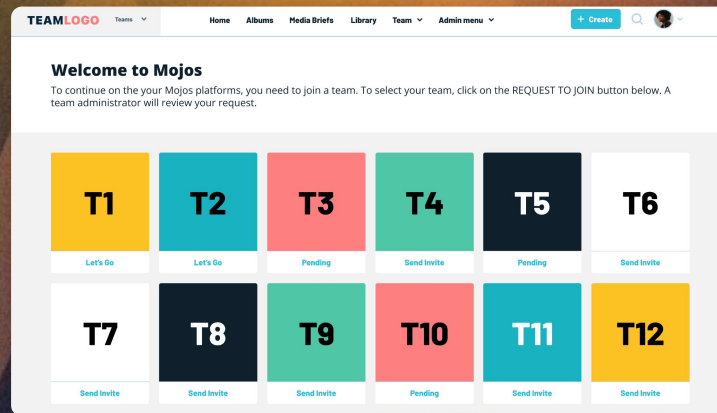
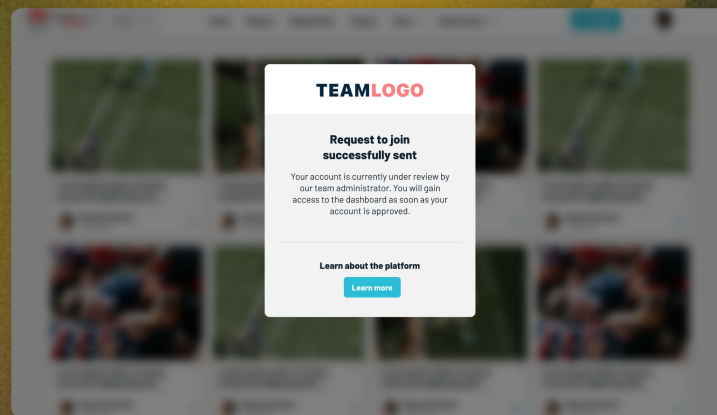
- ✓ Mobile app and web dashboard
- ✓ Access controlled, AWS-cloud dashboard
- ✓ Centralised and secure storage for incoming media
- ✓ Make content requests via challenges facility
- ✓ Upload media directly in the web dashboard
- ✓ Never miss a media challenge / request
- ✓ Upload packages of photos, videos, audio files, GPS locations
- ✓ Monetise with sponsored branded challenges



## TEAM & SPONSOR COLLABORATION

# Manage access rights to your digital media all in one platform

Set yourself apart by establishing your own Media Partner Portal. Provide your brand, media partners and sponsors with access to exclusive media content – safely, securely and instantly.

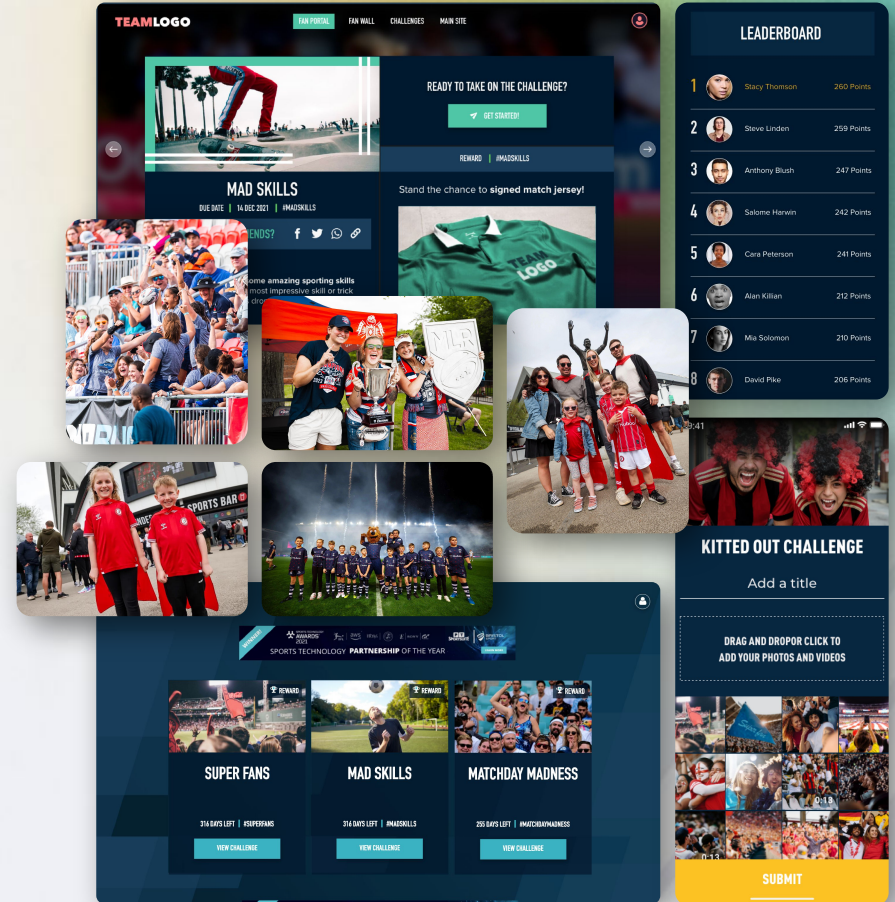




## COMMUNITY UGC

# Transforming communities into brand advocates - and rewarding them

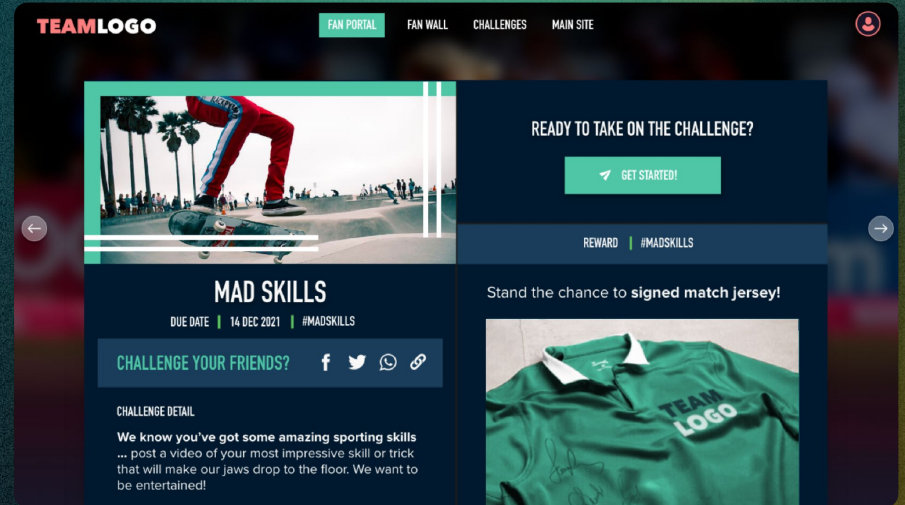
- ✓ Push branded Fan Challenges to your web and app properties
- ✓ Collect genuine fan-generated media
- ✓ Branded campaigns that connect fans and sponsors in a unique way
- ✓ Grow your digital fan community by allowing them to tell their fan stories for rewards



## BRANDED CAMPAIGNS

# Your branded public-facing fan engagement platforms

- ✓ Integrate into existing web and social platforms
- ✓ Register new fan profiles simply
- ✓ UGC Fan Wall of challenge media
- ✓ Attract new digital sponsors
- ✓ In-app Fan Zone modules
- ✓ Master library of Challenge campaigns
- ✓ Invite sponsors of fan rewards
- ✓ Define insight attributes for gamification and engagement leaderboards





## SUCCESS STORIES

# Empowering collaboration on a new level - with Major League Rugby

PT SportSuite and Major League Rugby, North America's professional rugby union competition, joined forces to revolutionise MLR's digital media workflow process, with the aim of co-ordinating media production between the league, teams and players like never before.





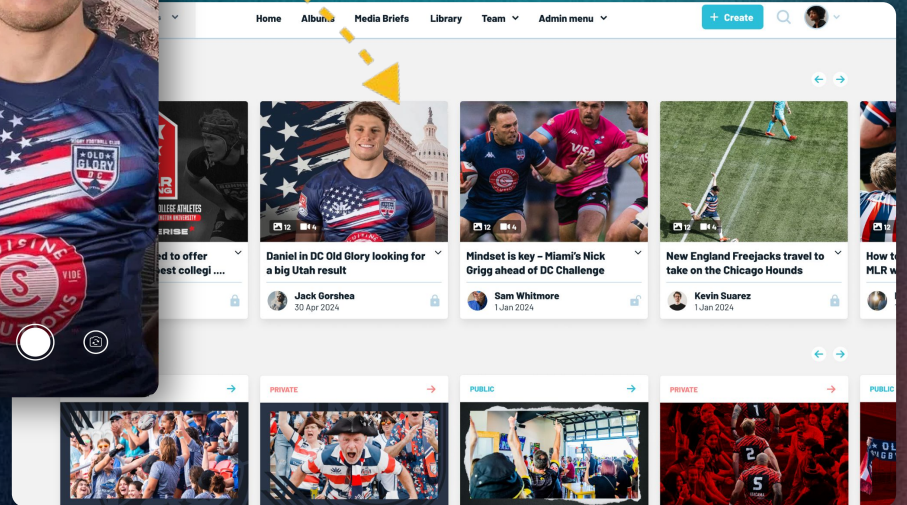
## CASE STUDY

# Private team & player platforms



“This new digital content system greatly improves our ability to collaborate across the League. I’m most excited about the possibilities for more content generated by our athletes, and improved storytelling of our brand partnerships”

**- George Killebrew, MLR Commissioner**

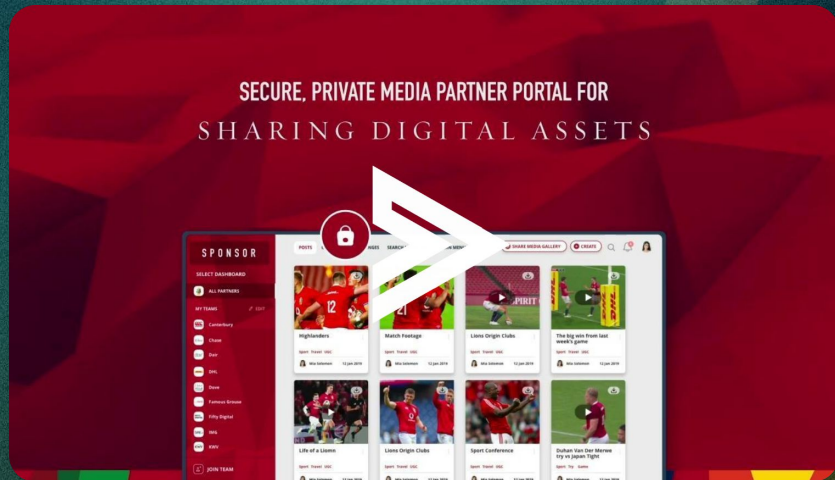




## SUCCESS STORIES

# The Lions' Media Partner Portal

The Lions Media Partner Portal was established. All Lions 3rd party media partners, suppliers and sponsors were onboarded to their own branded cloud dashboard - giving the Lions media team the ability to share content to specific partners or to all partners via a Lions Partner Community dashboard. The Media Partner Portal was coupled with the Lions DAM, with content uploaded to the Portal ingested into the DAM, while inversely, historical content already saved to the DAM could be shared to the Media Partner Portal directly via the DAM's API plugin.



"The digital archive is a fantastic addition and allows us to be more efficient in terms of storage of key digital assets."

**- Shane Whelan, B&I Lions Director of Media and Communication**



## SUCCESS STORIES

# The Lions Fan Zone

The Lions Fan Zone was established to enable engagement from at-home fans by capturing behind-the-scenes fan content via incentivised Fan Challenges. Fans could register to take part in various media Challenges.

By registering and submitting, not only were the Lions growing their database of registered fans, the fans themselves were empowered to contribute to the Tour in a meaningful way while putting themselves in line to win great rewards and discounts on official Lions merchandise.

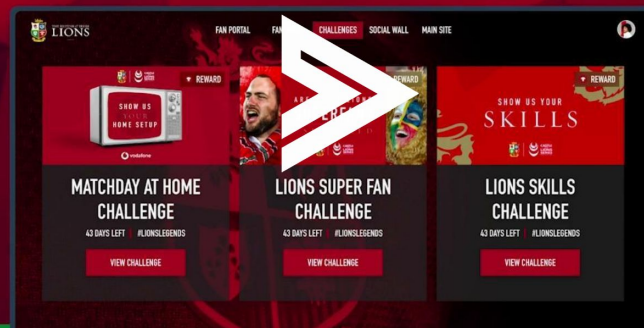
All fan media, after a simple moderation process, was published back to the Lions Fan Zone Wall, allowing fans to see what their fellow fans were submitting while creating a “digital Sea of Red”.



“We are delighted with this latest addition to our digital platforms. We wanted as many people to share how they were showing their support for the team and that support was felt by the players as they took on the world champions in South Africa.”

**- Shane Whelan, B&I Lions Director of Media and Communication**

## CAPTURING THE PASSION OF THE FANS VIA MEDIA CHALLENGES







# #TEAMTALK?

For any queries, or to arrange a free demo, please don't hesitate to contact us at. One of our team members will be in touch to learn more about your digital requirements

[CONTACT](#)