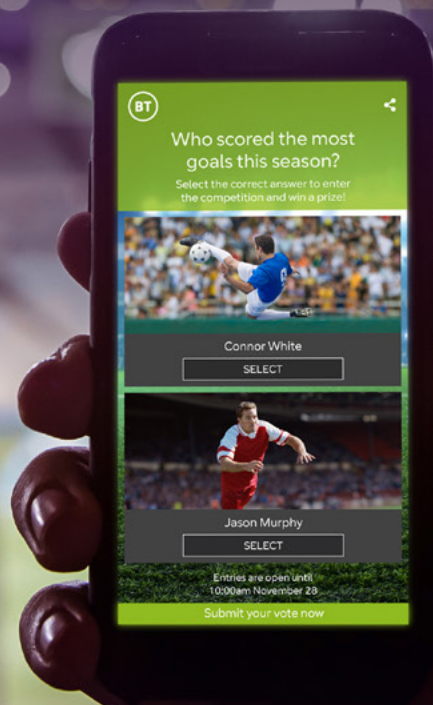




# BT Sport Interact

The digital engagement tool for compelling, real-time interaction



# Background

BT Sport is a sports broadcaster serving the UK and Ireland. Launched in 2013, it has a track record of innovation in Virtual Reality, Dolby Atmos and 4K UHD.

World-class fan engagement is a core part of its offering, which has been especially important since the pandemic began. For example, during lockdown viewers enjoyed the Fan Park Wall, a video wall in the BT Sport studio bringing fan passion, fun, colour and noise into its coverage from fans nationwide; and Listen In, which allows viewers to hear what managers and players are saying to each other during the game.

The annual Action Woman Awards are a further example of how BT Sport seeks to engage with, and represent, its viewers. The awards celebrate the most outstanding achievements of female athletes over the year. This includes a live public vote to pick the winners of the awards, for which BT Sport must be able to evidence the integrity of the voting process.





# Challenge

The modern-day armchair sports fan is a demanding sort. The days of passively watching an event in isolation are fading fast, in part due to the audience interaction innovations pushed by BT Sport. These days fans want to be part of the action. They expect to engage with the sport, the stars, and with their fellow fans as easily as they do with their social media apps. Digital engagement is huge, and the live voting experience is a big part of creating that sense of a fan community.

So, with the Action Woman Awards on the horizon, BT Sport were keen to find a digital audience engagement platform that would grab the attention of their viewers and deliver voting integrity to the awards show.

# Solution

BT Sport asked BT Media & Broadcast for help as both teams have a close working relationship.

Interact, part of BT Media & Broadcast's Audience Interaction portfolio, seemed the ideal solution. With convergent roles in broadcasting live sports events, BT Sport was already familiar with BT Media & Broadcast's Interact platform and felt confident that it would solve the challenge of delivering a successful voting solution.

BT Media & Broadcast designed Interact specifically for audience and fan engagement. It's our new real-time, customisable digital interaction platform, which is ideal for easily setting up votes and competitions, gathering accurate data, and analysing audience behaviours.

The user interface (UI) is simple, intuitive, and incredibly easy to use. BT Sport were able to build interactive experiences, embedded into webpages and apps, that engaged and

excited their audience. Images are visually engaging and bring the pages to life, capturing the imagination of the viewers and encouraging them to become part of the programme.

The team were impressed with the speed and ease with which they could use Interact to create, test, and launch their campaign.





## Create

Creating the new campaign was easy. They just signed into their dashboard, opened the admin panel, clicked on 'Create new campaign' and got creative.

## Customise

One of the features that impressed the BT Sport team was the ability to customise their campaign. Enabling or disabling engagement features such as social sharing, winner selection, or location restrictions within Interact is simple. You can also experiment with colours, text, design, and layout to optimise your campaign to suit the brand and purpose.

## Launch

Being able to launch the Action Women Awards campaign quickly was a bonus for BT Sport. As with many live broadcast events, they were working right down to the wire. Interact allowed them to swiftly generate the campaign code to integrate into the BT Sport website.

Come the day and, thanks to the agility of Interact, the BT Sport campaign worked seamlessly across multiple devices. The team were able to assess its performance in real-time, making sure that the results of the public vote were both accurate and fair.

Which was great news for BT Sport, but even better news for Emma Raducanu, who came out on top of the vote as 2021 champion.

***"Being able to accurately monitor and track voting ahead of a high-profile live TV awards event under the gaze of major press, athletes and the industry was of a paramount importance. But we also had to find a system that seamlessly integrated into our own systems and processes. Interact enabled us to achieve both aims."***

**Jamie Hindhaugh**  
COO, BT Sport



# Why Interact?

Interact gives you the tools you need to increase viewership and reach higher levels of engagement before, during and after the event.

You can turn your engagement into revenue by monetising campaigns through sponsorship plug-ins, entry charges, or data capture. And you can see the bigger picture by combining your online and traditional results in one place, then using analytics to fine-tune your strategy and create more personalised campaigns.

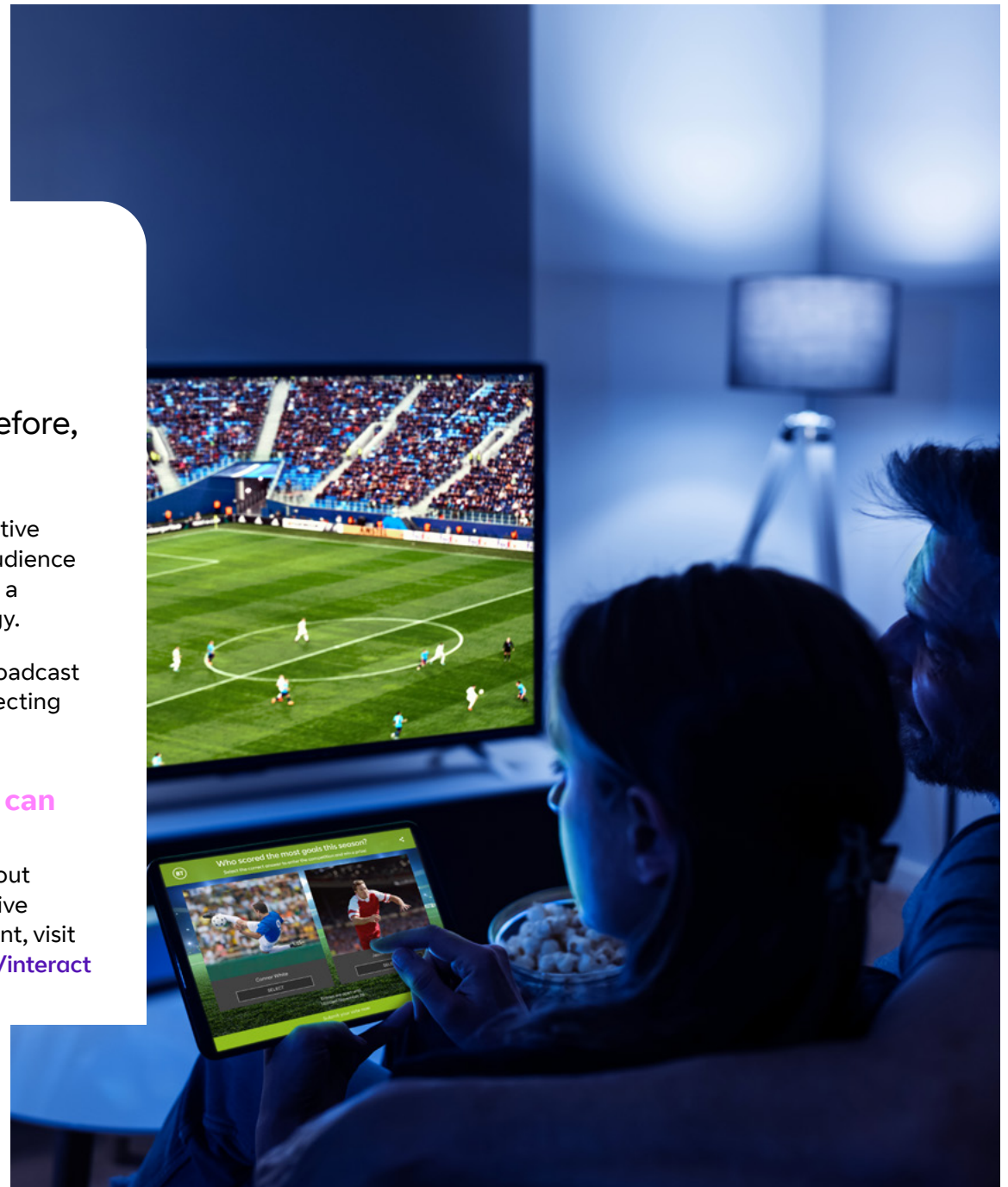
Digital is a growing area for the broadcast industry with engagement becoming more and more important to help increase subscriptions and viewership. And as digital technology gives people ever increasing ways to access and consume content, businesses are finding there's a

greater need to build interactive experiences to encourage audience participation and implement a competitive business strategy.

Interact from BT Media & Broadcast is the ideal solution for connecting with your audiences.

## Find out how Interact can help your business

If you want to know more about how Interact can help you drive audience and fan engagement, visit [mediaandbroadcast.bt.com/interact](http://mediaandbroadcast.bt.com/interact)





#### Offices worldwide

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