

Sportlogiq Marketing, Communication and Analytic Plan

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Executive Summary:

Our plan serves to prepare Sportlogiq internal stakeholders for the successful launch of their newest product. Powered by artificial intelligence, the new offering serves college football broadcasters searching for additional insights to empower audience engagement and retention while positioning technology teams for seamless transition to Over-The-Top product delivery. Implementation strategy leverages existing brand affinity and global positioning of SportLogiq as the world leader in hockey analytics. Our intent is to highlight capabilities, including speed to market, ease of implementation and high degree of customization, as we evolve SportLogiq brand image from the global leader in hockey analytics, into the global leader in sport specific analytics, including hockey, soccer and american college football. Much like the current offerings, the college football analytics service is not dependent on multiple onsite cameras. Instead live video feeds from the existing broadcast team is used to analyze and understand the game in ways unavailable before computer vision technology.

Company Analysis

Sportlogiq is a sports analytics company founded in 2015 by three-time Canadian figure skating champion Craig Buntin and Mehrsan Javan, PhD. Together, they raised \$7.2 million in seed and series A funding (Early Stage Venture status) growing the company to employ nearly 200 people (Crunchbase, 2019). Sportlogiq's vision statement is as follows:

“Our advanced analytics software tracks the location and actions of every player on the ice, field, or court using standard game footage. Machine intelligence techniques are then used to extract meaningful insights from the data collected, allowing teams and fans to understand and experience the game in ways previously unimaginable” (LinkedIn, 2019).

Sportlogiq has been recognized for numerous awards, most recently nominated "Best Technology for elite performance" at Yahoo! Sport technology awards. ("Sportlogiq wins Deloitte Technology Companies-to-Watch Award," 2018). They utilize advances in computer vision technology to collect event data in real time. This is a significant improvement over existing methods, which are limited to X-Y spatial data. "SPORTLOGiQ uses an AI platform to help professional sports teams win more games and helps broadcasters tell better stories. We track over 158 million data points per game and recognize what each player is doing, what they should be doing, and how well they're doing it. We currently work with 24 NHL teams, as well as a handful of Premier League football and NFL teams. We live at the intersection of AI and sport and it's a really exciting time." - founder and CEO Craig Buntin (Nall, 2018)

Sportlogiq goals are to improve athlete and team performance. Computer vision is their method of data collection. That data, much improved and with more detail than competitor products, is the product they sell to teams and leagues. The goal of leagues is to improve fan engagement. By packaging insights derived from sportlogiq data, broadcast teams have the opportunity to better prepare for a broadcast, better inform the audience, and prepare engaging and insightful on-screen graphics.

Sportlogiq's extension into NCAA football provides an exciting platform for broadcasters and media outlets to engage fans with insights and analytics that have been unavailable up to this point. Sportlogiq is actively involved throughout social media, utilizing major platforms. Their broadcast product is designed to deploy to social media in real time, as the broadcasters are commenting on-air. Leveraging status as the official data partner of the Swedish Hockey League (SHL), Sportlogiq has secured deals with five major media partners. SHL provided proof of

concept for hockey centered analytic offerings. The success with SHL, expansion into NHL , and existing media partnerships are the foundation for our confidence that Sportlogiq football analytic product will aid football broadcasters in the engagement of American Football fans.

Mission Statement:

Sportlogiq is an AI powered sports analytics company. We help teams win more games and broadcasters engage more viewers.

Product Analysis:

Sportlogiq utilizes a B2B sales model, and exclusively produces B2B products. The current primary products serve hockey sportscasters and hockey coaches. Teams have full access to their own data, and partial access to competitor data. The product intended for coaches is weighted toward the why and when. When do teams utilize certain strategies, and why might they be utilizing certain strategies? Among the goals are to find and analyze anomalies that may be exploitable.

Another primary product is intended for sportscasters. It is similar to the product designed for coaches in that it includes data to aid in event preparation. It also provides near real time observations and analysis intended for use during the broadcast. The product package includes data visualizations, which are intended for distribution by media companies. It could be argued that this product is produced by Sportlogiq, and distributed directly to media consumers (fans) mostly unchanged. Media companies control the distribution in that regard. Media companies (a sportlogiq client) will add their own logo and brand the visualizations as their own, but they are generated by Sportlogiq.

For our marketing plan, we selected a new sportlogiq offering, focused on college football. The target market is Media Companies with CFB broadcasting rights. The product includes data visualizations and analysis. This product is sold as a package to broadcasters, and includes the same functions as the hockey broadcast product. The proprietary back-end systems are different than hockey products.

Many competitors exist in the same space as Sportlogiq. The most notable difference is in the sport of choice. For example, ESPN is aligned with STATS LLC for basketball broadcasts. We suspect that the industry has entered a period of consolidation, and creating awareness of the brand to fans at home may help with future goals. It is important to keep pace with competitors in the area of brand awareness and recognition, defending our position as global leader. The technology is computer vision as a reliable means of data collection, coupled with analysis conducted with the aid of artificial intelligence.

Sportlogiq is an analytics company, collecting and analyzing data in the sport space. Their product, supporting media and broadcast clients, includes raw data, analyzed insights, formatted for media distribution. Sport event data is collected using computer vision technologies. Raw data is analyzed using machine learning practices. Insights are determined using Artificial intelligence systems. The unique hardware free system allows for seamless integration with existing technologies. By utilizing computer vision and video feed for data collection, Sportlogiq has the capacity to bring solutions to the global market quickly.

Product packages include the following in game features:

- Articles, including graphics, written about game events.

- Real-time notes for announcers.

- Pre-event information packs for research teams.

- Infographics formatted for digital outlets, broadcast, and social media.

Fan facing widgets and data Advanced Programming Interface (API) access allow media distributors to easily customize visuals to align with branding needs.

Product packages include the following fan facing widgets:

- Proprietary player and team statistics.

- Player level insights based on advanced analytic metrics.

- Visuals formatted for digital outlets, broadcast, and social media.

Insights are compiled and delivered to customers in pre-event, mid-event and post-event reports.

Product packages include the following research team and broadcaster facing reports:

- Outliers and Milestones

- Team matchup analysis

 - Daily and weekly newsletters, including statistics and insights.

Sport team performance analytics as a service to media companies is currently on the rise. Many mid-stage start-ups are emerging in the space. We predict that the space will see a period of consolidation as single product organizations fail to compete with those offering packaged services.

Performa sports is a sport performance analytics platform striving to improve coaching and athlete performance. Performa sports products are designed for simplicity, providing real-time and post-game performance analysis using an iPad application. United Kingdom based Performa currently services 16 unique sports, and counts the Canadian Arena football league among their North American clients. They do not currently offer a product marketed to media clients, but were among the early companies in the human performance analytics space. The basic, single user product starts under \$400/annually. Mid level 2 user accounts offer additional functions in the range of \$900/annually. 3 User accounts with additional storage and in game notification approach \$1900.

Founded April 30, 1981, STATS, LLC (Sports Team Analysis & Tracking Systems) began as a non-profit venture to collect baseball statistics. Currently, the SportVu product line is a direct threat to SportLogiq, providing raw data and detailed analysis to many of the largest media operations. Built in largely through mergers and acquisitions, STATS boast over a billion articles created and distributed in 2014 (Wikipedia), the same year they were named Fast Company's Most Innovative List(El Kordi-Hubbard). They support coverage of over 300 leagues and 83,000 events annually. Released in March, AutoSTATS product line utilizes in-stadium motion capture cameras, video fed computer vision technology and artificial intelligence to support real-time player tracking. Collected insights are immediately available to broadcast teams. STATS Hosted Solution™ product is internationally available for more than 45 sports in 8 languages. Similar to SportLogiq, it is designed to integrate with broadcast social media, providing high value content to sport fans.

Situation Analysis

Our target clients are media companies, specifically existing clients that hold CFB media rights. Our initial release should focus on using a cross selling strategy to these existing clients. Research shows these media companies are looking to shift from the current cable method of distribution to a more direct to consumer method. US media companies are spending more on digital ads as opposed to traditional TV ad spending. The Diffusion group predicts that by 2022 every major TV network will have a direct to consumer TV streaming service. Steaming services are expected to add 53 million video subscribers. The average American is willing to subscribe to 6 paid streaming services for a total cost of \$38 (Verna, 2019). The flexibility to utilize multichannel distribution is valuable to media companies transitioning to direct to consumer

products. *To illustrate the level of disruption, revenues from digital media rights are expected to grow faster than any other revenue stream across the global sports industries. This is a sign that streaming will be increasingly important as contracts between rights owners and distributors come up for renewal.* (Verna, 2019)

Our product is sold business to business. It would be inefficient to build brand awareness through social media or other online ads. Our target media companies are currently loyal to their own in house initiatives, which are failing by resulting in a less than projected return on investment. Our product is positioned as an expansion to current client relationships. As a result we do not plan on exploring new clients in our target market.

Current media company in house offerings serve existing methods of distribution. SportLogiq is uniquely positioned to support the next great shift in sport media consumption. The so called cord-cutting¹ has began. As mentioned above, SportLogiq has the unique flexibility to be shared across methods of distribution. As a result of this flexibility and future projections we will be focusing on marketing a CFB variant of our current hockey product to our existing clients. We believe the satisfaction our current hockey product offers our clients will transfer over to the CFB media realm.

Proposed Marketing Strategy and Tactics

SportLogiq CFB broadcasting product utilizes the existing customizable platform to deliver a consistent brand image in the delivery of on-screen graphics, social media and broadcaster insights. Pre-event consumer interactions lead into event coverage, telling a consistent story, lending itself to continued social media engagement after the game has ended. Sportscaster commentary is enhanced with real time analytics and shareable graphics, reaching

1: The practice of canceling or forgoing a cable television subscription or landline telephone connection in favor of an alternative Internet-based or wireless service.

consumers across multiple media touchpoints, on multiple continents, and in multiple languages. Housed in the cloud, sportlogiq infrastructure is designed to support the shift to linear over-the-top distribution through real-time processing of event data. By utilizing computer vision technology, SportLogiq computer vision solutions are uniquely positioned to quickly integrate with existing technology systems. *The markets we tracked span four continents and a population of some 3.7 billion— almost half the world’s people. Their tastes in sports, device access and media preferences are diverse, but viewers across those regions are shaking up the order dominated by legacy TV networks. The pictures vary by country, but they share the characteristic of digital disruption.* (Verna 2019). Media companies without a strong direct to consumer strategy are at risk of failing to meet the expectations of demanding sport fans. Sport consumers are increasingly streaming across multiple devices, creating a race to produce engaging multi-channel content. Television viewers are increasingly abandoning cable services, opting for individual subscriptions to streaming platforms that can meet their growing expectations. Marketing materials will highlight the 2 most significant problems facing media companies that broadcast sports content, creating fan engagement through quality content and seamlessly maintaining consumer engagement after disconnecting cable services.

i. Advertisement

Implementation, Control Evaluation

Sportlogiq can maintain its current position as the sport specific global leader in team and player analytics through skilled execution of the marketing strategy. Existing affinity for established products lends itself to a strong segway into college football markets.

ii. Short term: 1st offseason, between now and August, when CFB season starts. (0-2 months)

1. Cross sell CFB product to existing book of business. Collect feedback from existing partners and provide that to Customer experience team. Success will be achieved when we have 1 additional product in place with 80% of our existing book.. We expect to earn 50% of our existing customers business when they have an outside analytics and graphics relationship. We expect to earn 70% when existing hockey customers perform analytics in house.
 2. Sales team should be creating 'touch list' for hockey product. This product has had notable publicity and should be an easier deal to close. Establish clear expectations that sales team is able to pitch both products, leveraging OTT platform consistency as a notable benefit. 75% of new sales should be for both products.
- iii. Middle Muddle: CFB Season (4-6 months)
1. Sales team should be actively engaging current users, strengthening relationships in preparation for NHL season in October. They will create a strong lead list. Hockey product has had notable publicity and should be an easier deal to close. Sales and marketing teams will work together to leverage global position as leader to ensure 75% of new hockey sales are for both products.
 2. Develop a sales strike team designed to focus on major clients. They will approach ABC, NBC, CBS, FOX. This team should not have sales goals, not yet. These will be very tough sales to close, and will require a focused effort. These road warriors will be giving demos, consultations and pitches to organizations with many layers of decision makers. Certainly should be in the plans to reach out to these major media companies, with the focus on seamless speed to market.
 3. Begin building relationships with smaller media outlets, such as Mountain West, Pac-12 network etc. Sportlogiq superior capacity to integrate with existing systems limits the need for large scale hardware upgrades and investment.
- iv. Long Term: Next Offseason (7-9 months)
1. Additional and extensive sales training. Sales team will be comfortable with needs elicitation process, and skilled in leveraging existing relationships. Sales team will need to be expanded. In preparation for SportLogiq's second football season, we will have collected success stories for future marketing activities.

Sportlogiq sales plan will leverage current positioning as the global leader in Hockey sports analytics products. College Football is a natural expansion into the high potential North American Market, with the United States showing the strongest shift from traditional to digital

platforms (Verna, 2019). Current branding will focus on evolving customer knowledge of sportlogiq as a hockey analytics company into the leader in sport technology. Increasing consumer knowledge of the growing brand image will support future growth and expansion into high profit markets.

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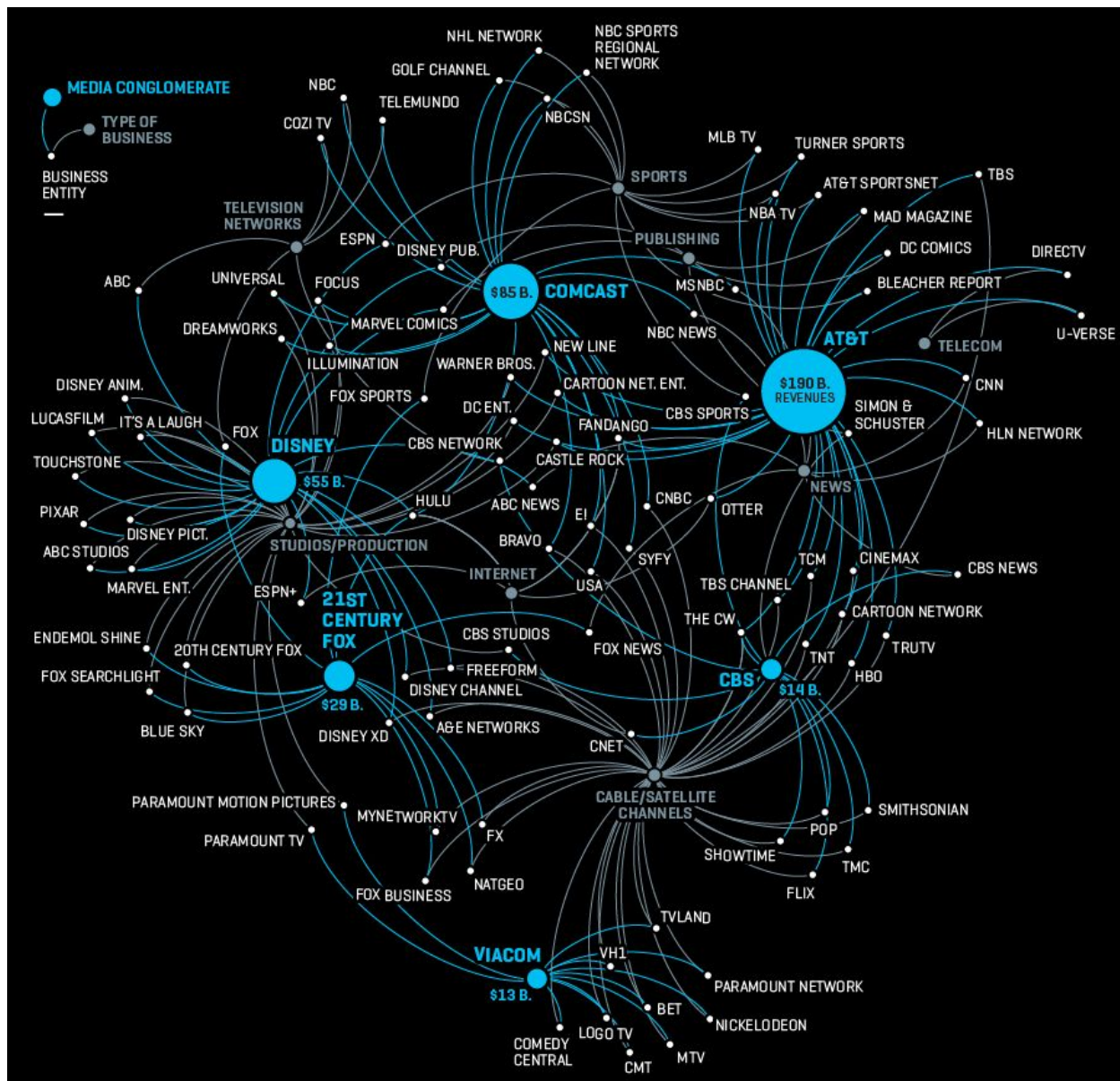
SportLogiq has announced that they intend to expand into american football and european soccer

soon. <https://sportlogiq.com/en/bringing-sportlogiq-technology-soccer-football/>

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disrupting TV in 10 countries. *eMarketer*.

Table 1: Media Company Ownership Consolidation



Note: Media Ownership reprinted from *These 6 Companies Control Much of U.S. Media*, by Rapp, N. & Jenkins, A. Retrieved from <http://fortune.com/longform/media-company-ownership-consolidation/> Copyright 2018 by Fortune Media JP Limited.