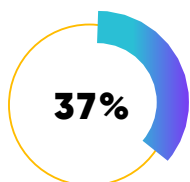CASE STUDY

Streaming the 2018 World Cup: A Gold Standard for Video Viewing

How a leading sports publisher used Minute to enhance online coverage of the 2018 FIFA World Cup Russia™
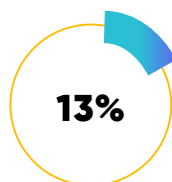
37%
INCREASE
IN CTR

62
MARKETS
SERVED

102.4
HOURS OF
COVERAGE

13%
INCREASE IN
LIVE VIEWERSHIP

minute.

A world renowned digital publisher's sports programming division had activation plans to broadcast the 2018 World Cup™ games in Russia. In addition to live streaming all 64 World Cup™ matches, the sports network was preparing for new digital initiatives to enhance its coverage, including customized World Cup™ highlights.

While video is a major growth engine for the publisher's content strategy, the production costs for video can be high and require an influx of viewership to retain positive ROI in paid subscription and viewer retention on-site. The publisher wanted to take its World Cup™ coverage to new levels of engagement and transform the fan experience across their site.

THE CHALLENGE

In partnership with the sports broadcaster, Minute enabled World Cup™ fans around the world to enjoy real-time video highlights that were updated throughout the tournament. The highlights represented different moments leading up to key events, featuring goals, penalties, and peak memorable moments across the arena.

By replacing static thumbnails with automated dynamic short teasers (APVs), Minute optimized packaging of the most engaging moments in the network's broadcast of the matches. The effectiveness of pulling these 3-5 second clips out of peak moments was reflected in increased user engagement, leading to better click-through-rates and overall user retention on site.

THE SOLUTION

THE TECHNOLOGY

Minute has developed groundbreaking products which serve as smart tools for publishers to seamlessly integrate across their digital properties, effectively engaging fans around the world with intelligent, compelling storytelling.

The AI-based software allows brands to focus on content strategy and less on operations, giving them avenues to create short-form variations of video streams and implement them to any digital property at any time. The technology enables publishers to automatically set rules for the kind of content they want the system to create.

The patented technology creates invaluable data catered to audience interests by automatically identifying, tagging, analyzing and ranking videos published online through a patented process that utilizes machine learning, computer vision and crowd-sourcing.

There are two events which occur in parallel while the AI engine ingests live streaming broadcasts:

Video Analysis

The engine is trained to understand aspects of visual cues happening on screen, leveraging years of computer learning to assess in real time the events taking place in any particular moment of a video. Since its deployment, our system has developed a series of intuitive video modules over time, from face recognition and body movements to action shots, and other cinematographic expressions.

Audio Analysis

Minute's technology is trained to detect and analyze waves of audio behavior, from crowd cheering to players bantering on and off the field.

THE RESULTS

The sports publisher was looking to improve exposure and deliverability of its video content, while simultaneously extending the retention rate of the average viewer on its website.

Minute's solution significantly improved performance of the publisher's digital properties, enabling the publisher to:

1. **Receive a better return on investment (ROI) on video content produced.**

2. **Increase organic exposure of video content to as many viewers as possible.**

37%
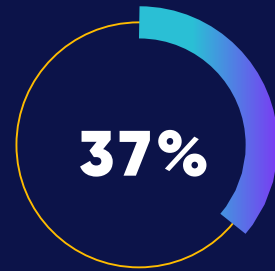
INCREASE IN
CLICK-THROUGH-RATES

13%

INCREASE IN
LIVE VIEWERSHIP

62

MARKETS SERVED

102.4

HOURS OF COVERAGE

About Minute.

As pioneers in the field of deep-video understanding, we have created groundbreaking algorithms to analyze video streams directly from pre-existing online content. Our clients and partners trust us to transform their websites into dynamic content experiences, that are highly engaging, intuitive and create efficiently diversified revenue streams.

We challenge ourselves every day to set new trends in video engagement. Minute uses AI and the most innovative technologies available, while increasing profitability by leveraging your video content.

Contact Us

For more information please contact us:
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