

Digital will score in 2014 FIFA World Cup

In anticipation of the 2014 FIFA World Cup, TEAMtalk Media, digital sports content specialists will be monitoring all the action on and off field with the creation and commercialisation of custom World Cup content.



Anthony Pascoe

Engage directly with fans

The consumption of sports news is no longer confined to traditional print and broadcast mediums (often after the fact). Instead, the digital ecosystem provides a two-way street and an opportunity for rights holders, brands and online publishers to engage directly and instantly with the fans. Digital provokes not only meaningful experiences and association to 'good times' with the brands involved, it also benefits brands with the generation of big data and new revenue streams because of these interactions.

"Sport is a universal language and making fans a part of the action, as it unfolds, with the provision of customised content that engages, is informative, retains builds loyalty and communities of like-minded people, is quickly attainable through the digi-sphere" says TEAMtalk Media GM, Anthony Pascoe.

Deseré Orrill, CMO of the Ole! Media Group (the holding company), added, "Live and aggregated sports news and content is a key to revenue generation for digital publishers and taking advantage of big events like this is essential if they want to be in the game and even ahead of it."

Digital sports content crosses audiences

Digital sports content as a marketing medium, answers growing audience fragmentation taking place across a myriad of distribution channels. It appeals to men and women, young and old, and is harnessing huge multi-cultural, diverse followings. Accessed via Internet and text message on mobile, PC and tablet and even while watching games on the television, sports enthusiasts are driving the multi-screen experience. These fans are also reaping the benefits of subscription services dedicated to bringing them up to the minute news.



Brazil is expected to garner a broad international audience who will access information at all hours. Keeping fans in the game and giving publishers the means to do so the company will provide multi-tiered coverage and tailored content that can speak to multiple types of devices covering all income groups.

For more information, go to www.teamtalkmedia.com.