

SuperSport lines up FIFA World Cup digital viewing

SuperSport has lined up augmented reality, real-time social engagement, live streaming and behind-the-scenes pictures and videos of SuperSport's expert panel, including Manchester United assistant manager, Ryan Giggs as some of the digital elements for the 2014 FIFA World Cup, starting on Thursday 12 June.

Its coverage will not be limited to the live broadcast on the DStv set-top box - the need to deliver engaging, interactive content across multiple platforms is key. "The channel will be placing a major emphasis on its digital platforms in the build-up and duration of the FIFA World Cup," said Brandon Foot, SuperSport's acting CEO.

Social media will play a key role in this strategy and engaging a 5.5 million-strong fan base across Twitter, Facebook, Instagram, YouTube, Google+ and WeChat is critical to success. With one of the largest social audiences on the continent, its platforms have grown in both South Africa and the rest of Africa over the past two years.



AR technology

For the first time, the presentation will include augmented reality, utilising the latest technology. Using high-end graphics, the channel will take viewers into 3D representations of all stadiums, enabling experts to analyse the game like never before. This is the first time such technology will be used on the continent.

Two digital campaigns will take place to ensure the brand is kept top of mind, one focused on awareness and the other on engagement.

The first campaign is focused on the promotion of its evocative FIFA World Cup TV campaign via its YouTube channel, seeding the content to multiple social influencers and industry leaders to create talkability and awareness of SuperSport's attributes.

The second phase of the campaign will focus on real-time social engagement and content generation during key matches. The concept is leveraging off the second screen experience whereby the use of action imagery, tailored to the live event, will be used to create fan engagement and content shareability.

There will also be behind-the-scenes pictures and videos from its excellent panel of experts, including Giggs, Premier League host John Dykes and former star John Barnes.

As with all its productions, online users will be able to engage with the studio panel and live broadcast by using the hashtag #SSFootball.

Website, app, Catch-Up add to experience

The website is one of the most visited in the country. Accessed via mobile or desktop, it will have its own dedicated FIFA World Cup, section with in-depth information of every aspect of the event, including matches, teams, players, stadiums, cities, player and team profiles, up-to-the minute news, highlights and live streaming.



The app for Apple and Android has recently been updated and Premium subscribers can log into their DStv Connect accounts and live stream every match. The App includes news, fixtures, video highlights, social engagement and much more.

DStv Premium subscribers with access to a PVR will be able to view match highlights on the DStv Catch-Up service. In addition, viewers with the new DStv Explora PVR will be treated to extended Catch-Up content, totalling 20 hours of sports content at any time during the event, including multiple duration match highlights, historical World Cup matches, additional content from Brazil and full length matches On Demand from the quarterfinals onwards.

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