



# LevelUp: Live Through Live Sports

**Presenters:**

Abrar Ahmed, Cameron Johnson, Tiger Teng, Eli Lippman

**Date:**

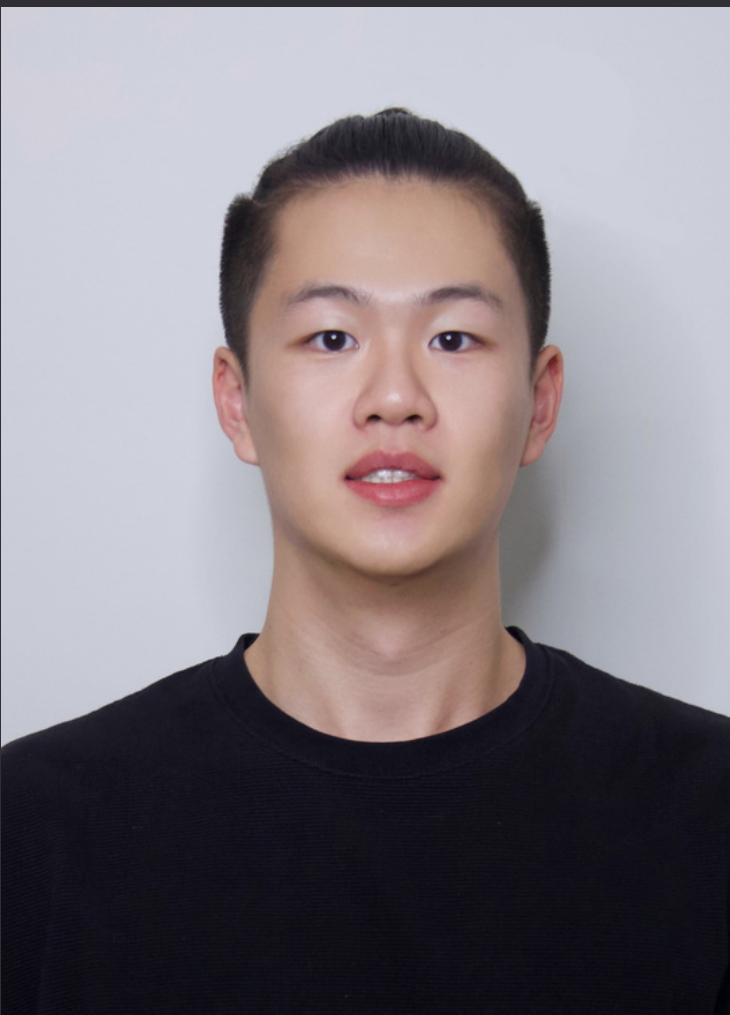
12 December 2023



# Tonight's Presenters



**Abrar Ahmed**



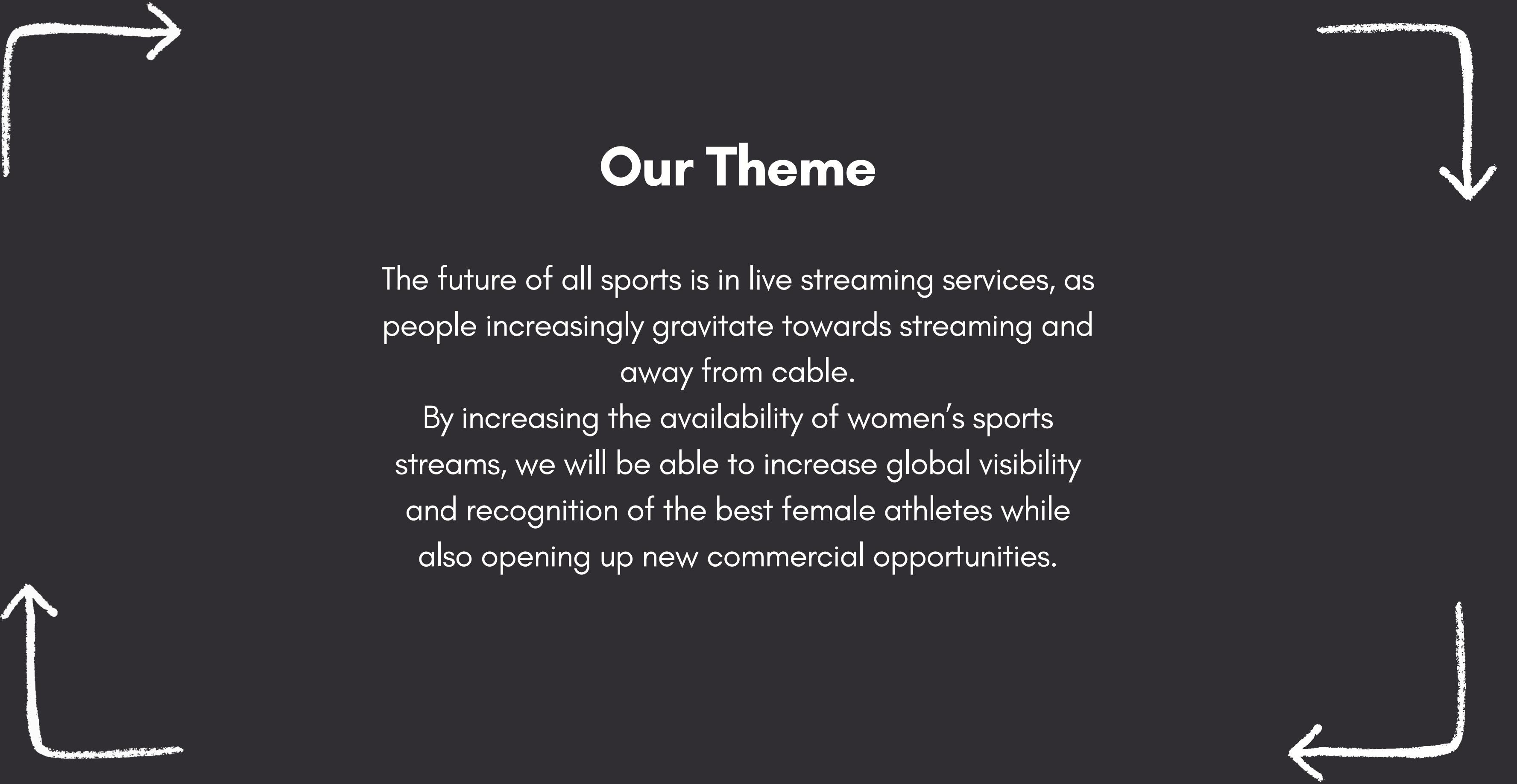
**Tiger Teng**



**Eli Lippman**



**Cameron Johnson**



## Our Theme

The future of all sports is in live streaming services, as people increasingly gravitate towards streaming and away from cable.

By increasing the availability of women's sports streams, we will be able to increase global visibility and recognition of the best female athletes while also opening up new commercial opportunities.

# How We Selected Our Target Market

## Primary Research Method

### Survey

Sent out a survey to college students, gauging their thoughts on women's sports

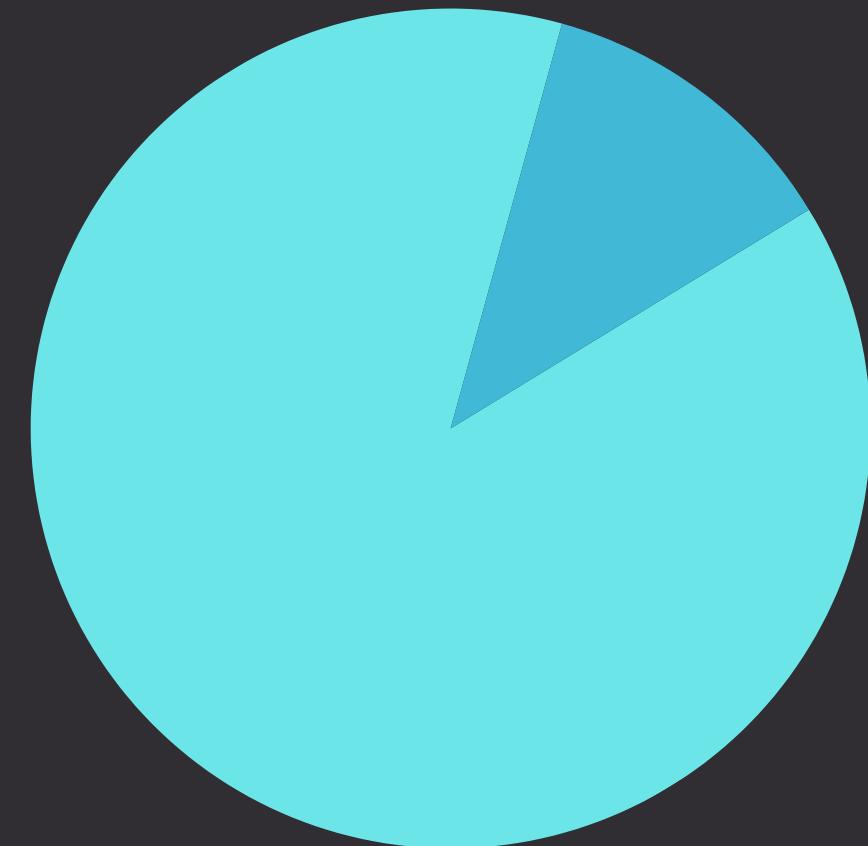
## Secondary Research Method

### Market Research

Industry articles, sports studies, market trends, etc

# Target Market

## Demographic



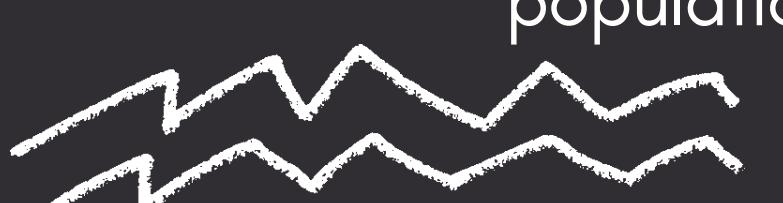
- 18-24 year olds make up 12% of the US

## Psychographic

- Lifestyle:
  - Occasionally watches sports
- Opinions:
  - Believes sports positively impact the world
  - Believes women's sports deserve more media attention

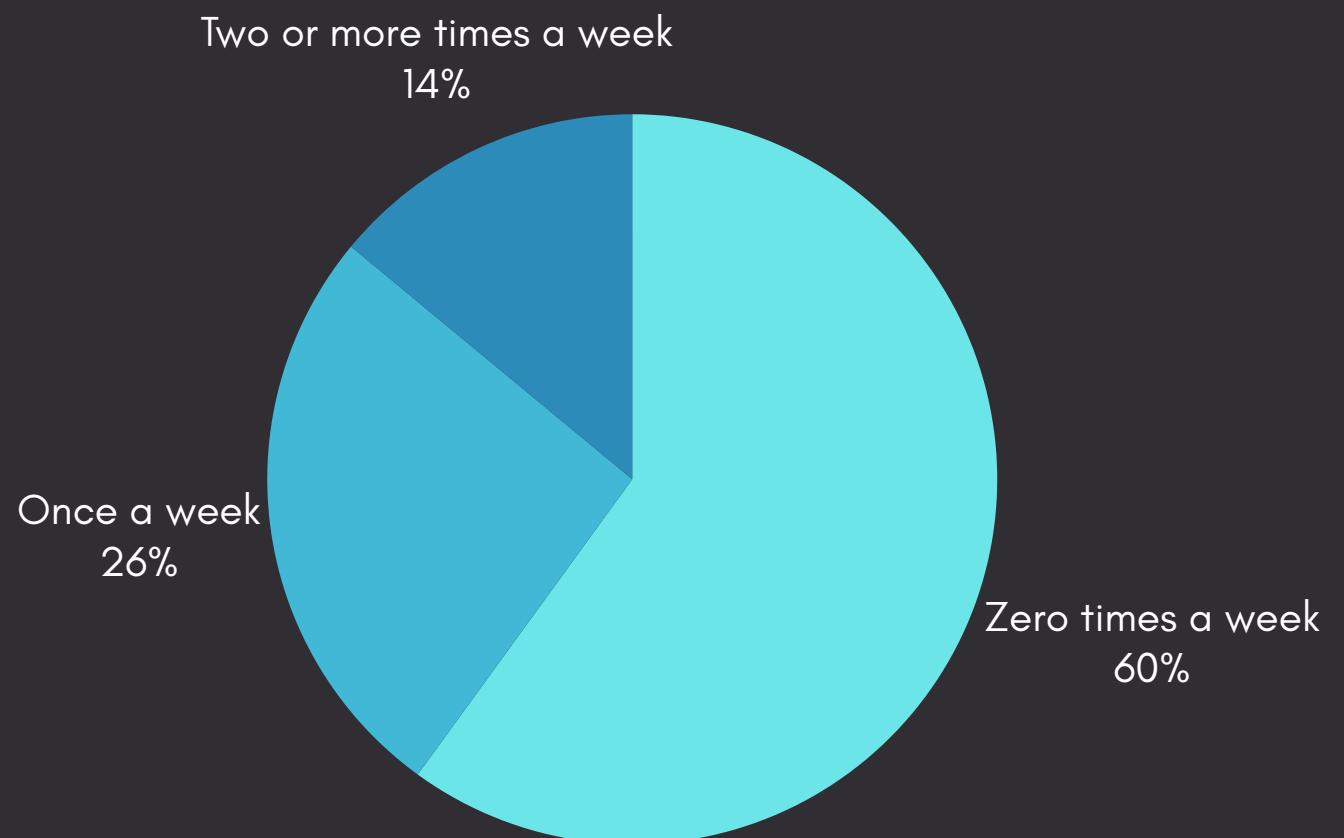
## Behavioral

- Occasionally attends college events
- Active on social media
- Uses their phone to keep up with sports

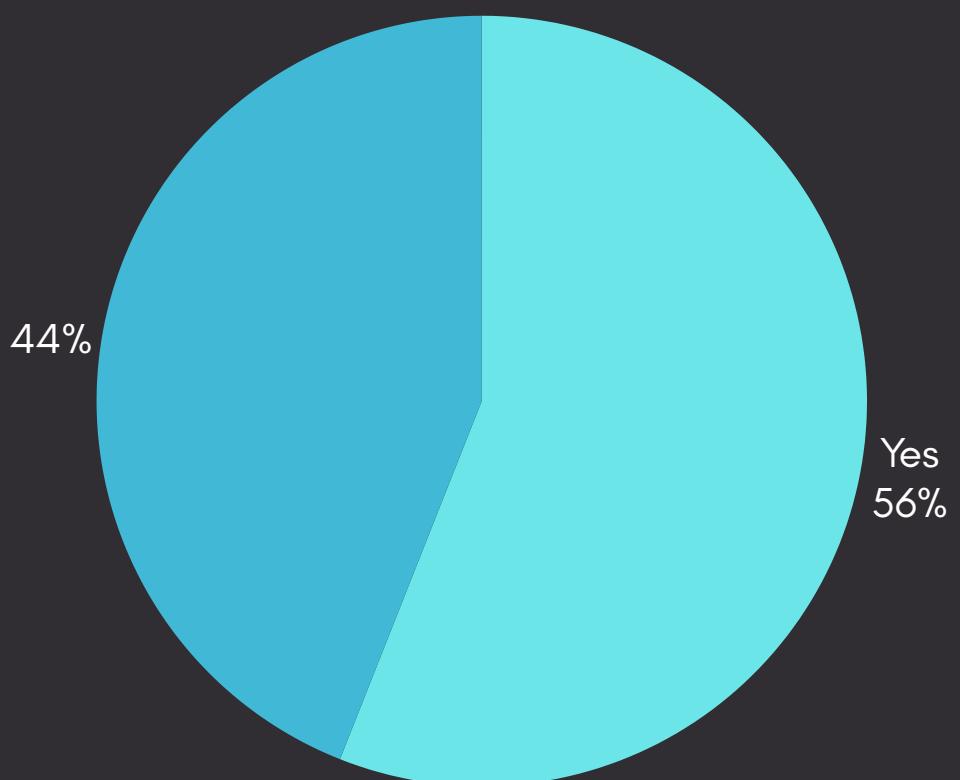


# Results

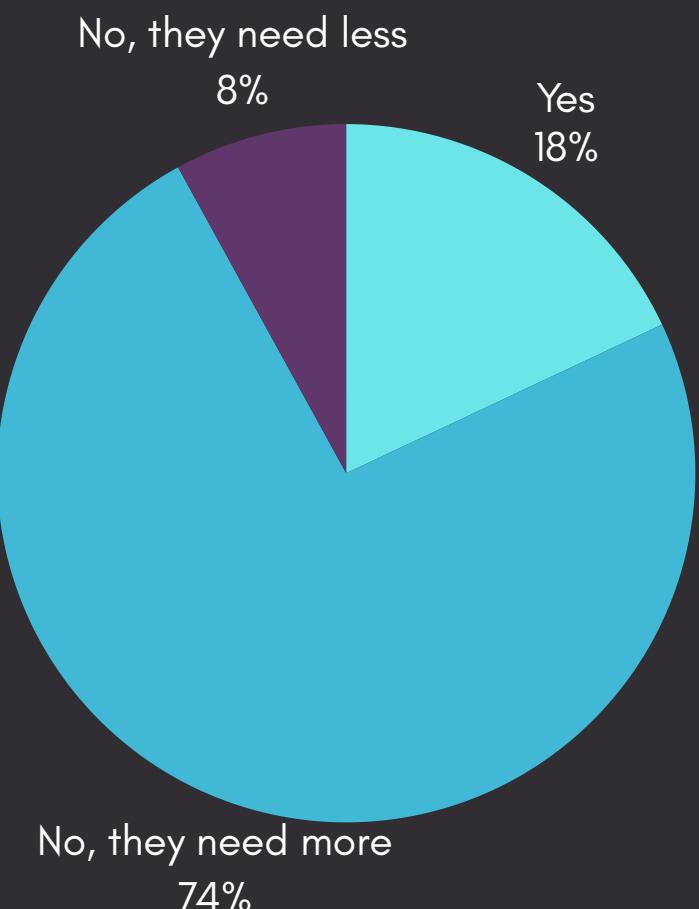
**How many times a week do you watch women's sports?**



**Would you watch more women's sports if they were more readily available on streaming services?**



**Do you believe women's sports get the right amount of social media attention?**

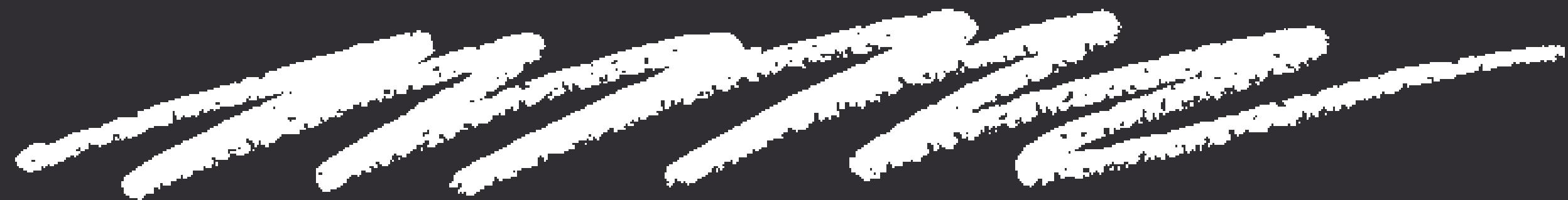


# Goals/ Objectives

**Increase viewership  
in college women's  
sports**

**Increase social media  
presence for college  
women's sports**

**Enhance advertising  
opportunities for ESPN  
network**



# Sponsorship - GoPro



# Sponsorship - GoPro

1

**Align with target market and lifestyles**

2

**Showcase the intensity and excitement of women's sports**

3

**Redefine how viewers experience and connect with women's sports.**

# Promotional Idea - Live Streaming Events

Create more live streaming angles for women sports using GoPro on ESPN+

Showcase the athleticism and provide viewers with dynamic and immersive perspectives



eg. Referee's View

# Promotional Idea - Athlete Spotlights

Create short video series featuring female athletes shot on GoPro cameras

Highlight their training routines, story, and behind-the-scenes moments to inspire viewers

Series should be streamed on ESPN+ and promoted by the athlete to encourage viewers to watch

## **Beyond the Arc: The Caitlin Clark Story**



# Promotional Idea - Social Media Hashtag Campaign

Launch a social media campaign encouraging women athletes, fans, and influencers to share their GoPro-captured moments using a specific hashtag. Feature the best clips on ESPN and GoPro's social channels

**#WOMENGOPRO**



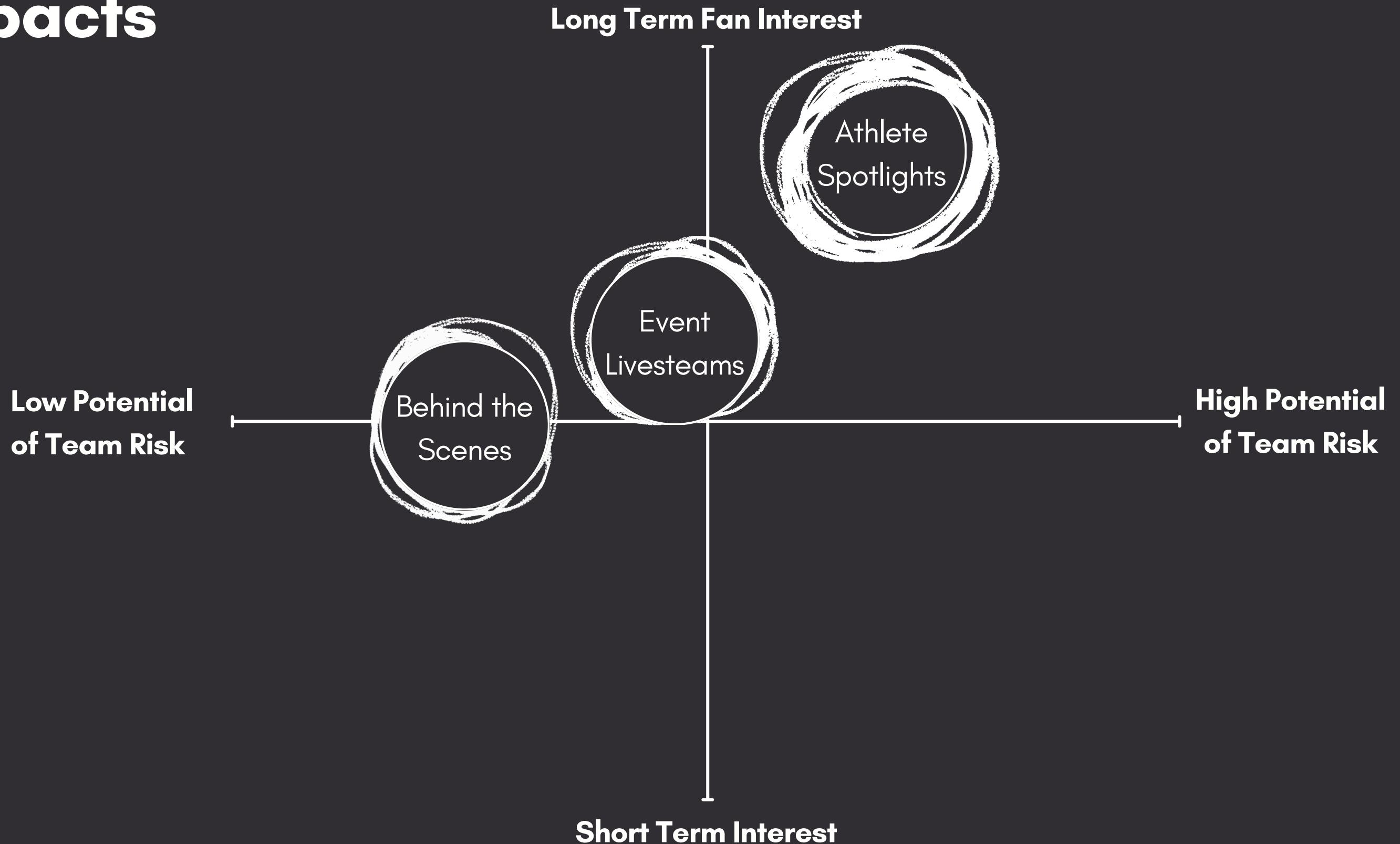
# How it Aligns with Target Demographic

- College Students
- Ages 18-22
- Male and Female
- Active on social media
- Uses their phones to keep up with sports
- Believes sports have a positive impact on the world
- Occasionally watches sports



# Long Term Impacts

Fans are able to see more of the team and connect with the players, although there is potential risk with privacy and liabilities with live streams.



# Thank You!

GoPro®

Be a *HERO.*

