

Broadcaster increases sponsorship revenue using Mediaprobe during 2022 UEFA Champions League Final

The UEFA Champions League (UCL) Final 2022 was, arguably, the biggest sporting event of the year. The match in which Real Madrid defeated Liverpool 1-0 will long be remembered among sports fans. But memory is not enough to know how well you truly engaged with viewers — or whether you delivered ROI to sponsors and advertisers. Emotion is what matters.

The challenge

Understanding viewers' emotional engagement allows media and sports organizations to optimize content to gain and keep viewers — and increase the value of sponsorships and advertisements.

Our broadcaster client asked Mediaprobe to ascertain how the 2022 UCL final broadcast scored with viewers by using cutting-edge media measurement to determine which moments emotionally engaged them, so the data can be used to maximize lucrative revenue opportunities.

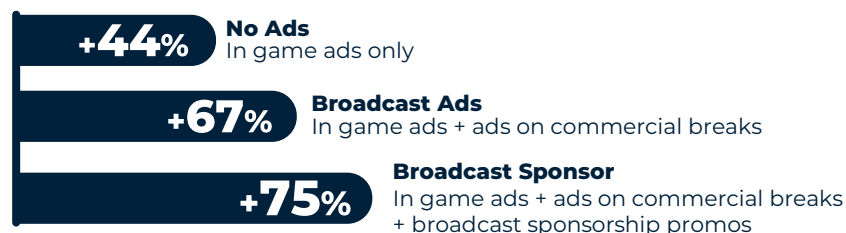
The solution

Mediaprobe measured viewers' reactions and emotional engagement during the match to determine **Emotional Impact Scores (EIS)** in real time, providing a rich, second-by-second analysis. Going beyond what traditional and legacy methodologies can do in terms of delivering a true measure of emotional engagement, EIS lets broadcasters understand how their target audience is feeling and reacting while watching, giving them actionable insights to optimize content for the match and the commercial breaks.

The result

Sponsorship + Ads = ROI on Brand Lift

More than 40% of respondents said they were highly likely to buy products from official UCL sponsors. Sponsors that combined broadcast sponsorship with commercial-break advertising saw the highest brand recall — 1.7 times higher than brands that didn't advertise during the broadcast.



Commercial breaks saw differing engagement outcomes by country. In the U.S., ad breaks registered a 2% higher EIS than the broadcast average. In the U.K., EIS for commercial breaks was 10% lower than the rest of the content.

Mediaprobe's EIS shows brands how sponsorships and ads can capture and emotionally engage their audience based on geography, ad placement, and numerous other factors. Our client can now share this information with advertisers to add value to its sponsorship and ad packages.

The outcome

Our client now understands the true value of their inventory. They are using Mediaprobe's valid, reliable, predictive data for live monitoring and optimization to better price sponsorships and ad packages based on proven placement and positioning.

"With Mediaprobe, we are able to make more informed production decisions, insert commercial integrations in the most impactful moments, and enable our ad sales teams to charge premiums for spots and sponsorships."

-Producer, Live Sports Broadcaster