

Broadcaster optimizes content using Mediaprobe measurement of emotional engagement during 2022 Champions League Final

Mediaprobe analyzed the UEFA Champions League (UCL) Final 2022, which was, arguably, the biggest sporting event of the year. The match, in which Real Madrid defeated Liverpool 1-0 to win its 14th title will long be remembered. But memory is not enough for broadcasters to know how well they truly engaged with viewers. 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 ROI.

Our broadcaster client wanted to employ cutting-edge media measurement to determine which broadcast choices emotionally engaged viewers and left them glued to their seats, so the data can be used to make more informed future production decisions. Mediaprobe was asked to ascertain how the 2022 UCL final broadcast scored.

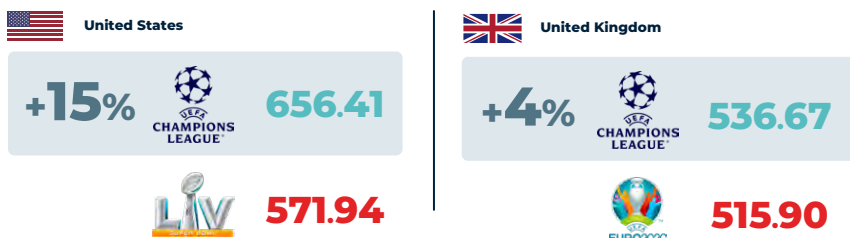
The solution

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 above and 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 the match, giving them actionable insights with which to optimize content.

The result

Property + Right Production Choices = True Fan Engagement

The broadcast had an overall EIS of 575. Emotional engagement throughout the broadcast was higher than both Super Bowl LIV and the Euro 2020 final.



The Top 5 most emotionally engaging moments were goal-related, with both goals scored by Real Madrid (one was disallowed) scoring EIS of +80% higher than the broadcast average. The highest EIS (723) occurred between minutes 79 and 83, thanks to four consecutive goal attempts. Audience arousal climbed with each goal opportunity, resulting in a 26% higher EIS than the broadcast average.

The outcome

Our broadcaster client is using Mediaprobe for live monitoring and optimization to:

- Determine optimal editing and production choices during live broadcasts
- Understand and monetize emotionally impactful moments
- Visualize the evolution of fan engagement for broadcasts
- Benchmark events against other sports broadcasts

“With Mediaprobe, we have reliable, predictive data we can use to increase fan engagement for future sports broadcasts.”

-Producer, Live Sports Broadcaster