

# CHARGE PREMIUM FOR SPOTS AND SPONSORSHIPS

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.** Sponsorships are more effective when the audience is engaged.

“ *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

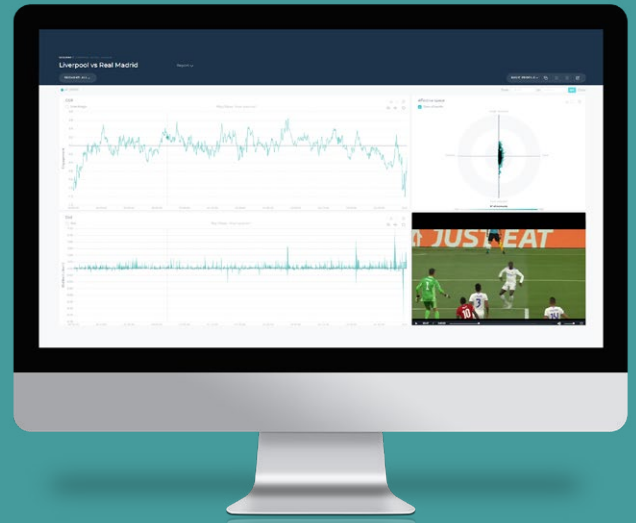
## THE CHALLENGE

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 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. 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.

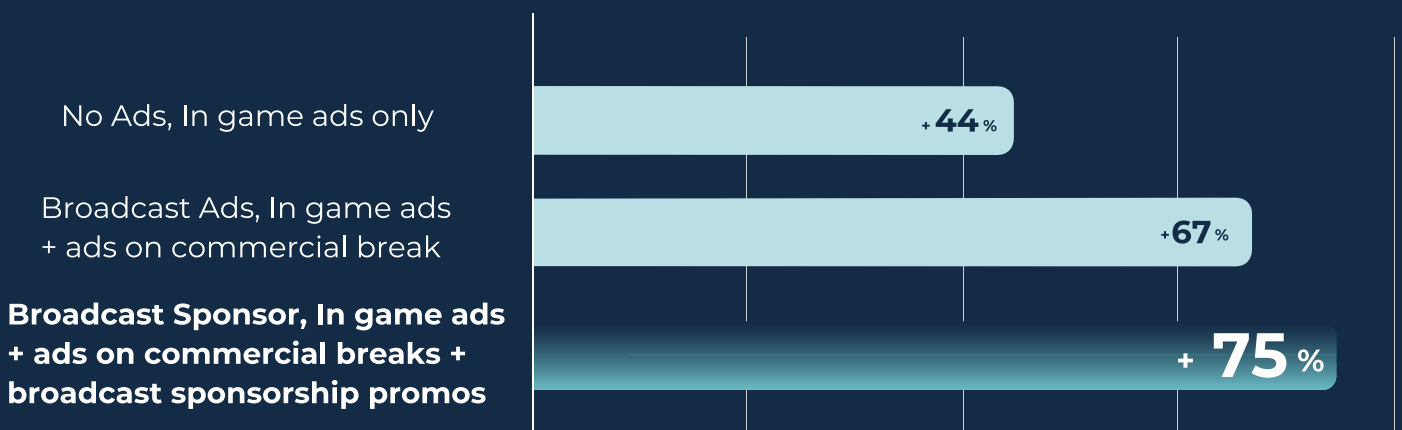


## THE OUTCOME

### 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 - **+1.7X than brands that didn't advertise during the broadcast.**

### BRAND LIFT



Broadcasters now understand the true value of their inventory. They can leverage valid, reliable, and predictive data on the emotional impact of their IP to better price sponsorships and ad packages based on proven placement and positioning.