

# Eurosport drives a new premium fan experience

## Challenge:

- Better utilization of data, analytics, and machine learning to **drive a world class personalized fan experience**, one platform to add additional events, and ability to monetize data.

## Solution:

An **integrated customer experience platform** that enables:

- An underlying data, analytics and machine learning platform to drive the fan experience.
- Data-driven insights to create an **immersive fan experience that increases engagement before, during, and after the race**, growing the fan base and helping to position the championship as a leading global sports fixture.

## Planned Benefits:

- Increase fan subscription rates
- Increase fan NPS scores
- Increase revenue via monetization of data



Discovery Sports Events is revolutionising in-door track cycling with a new **data driven championship\*** that has data, analysis, and predictive stats integrated into the fan viewing experience. When Discovery had the idea for a new championship they began with an **AWS D2E workshop** to work backwards from the customer to prioritise the most compelling data features that would **create an immersive race experience** for the championship launch. The feedback generated by fans viewing and interacting with the race in the velodrome, on screen, and in app continuously informs new features and insights to optimise the viewing experience. This will grow the fan community as the championship **scales across their base of 130 million viewers** as well as unlocking new customer segments.

\*Eurosport UCI Track Championship 30 second video.



Amazon Redshift



Amazon S3



AWS Lake Formation



AWS Glue



Amazon SageMaker



Amazon QuickSight



Amazon Athena

