# LOOK AT ME!

Fans at events video and photograph the best moments of their day, whether that be watching the event at home or in the stadiums, pre-match festivities or post match celebrations.
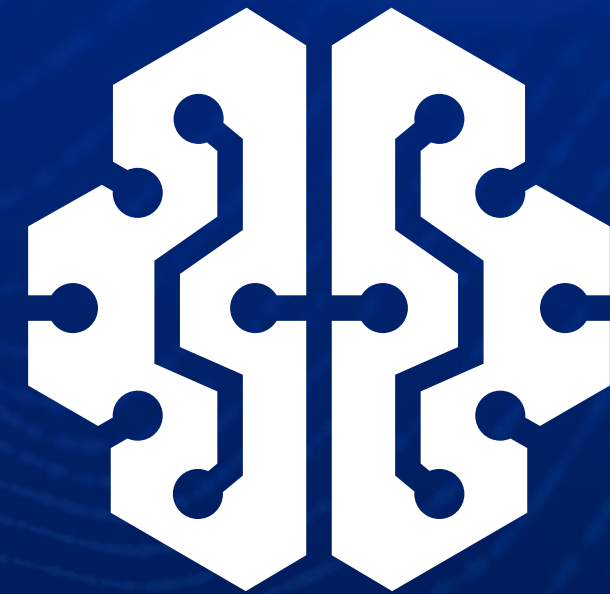
This content is then shared piecemeal across social media channels. Offering no value to the broadcaster, sports franchise or their commercial and advertising partners.

WITH PERMISSION
FILMILY HARVESTS
THIS CONTENT
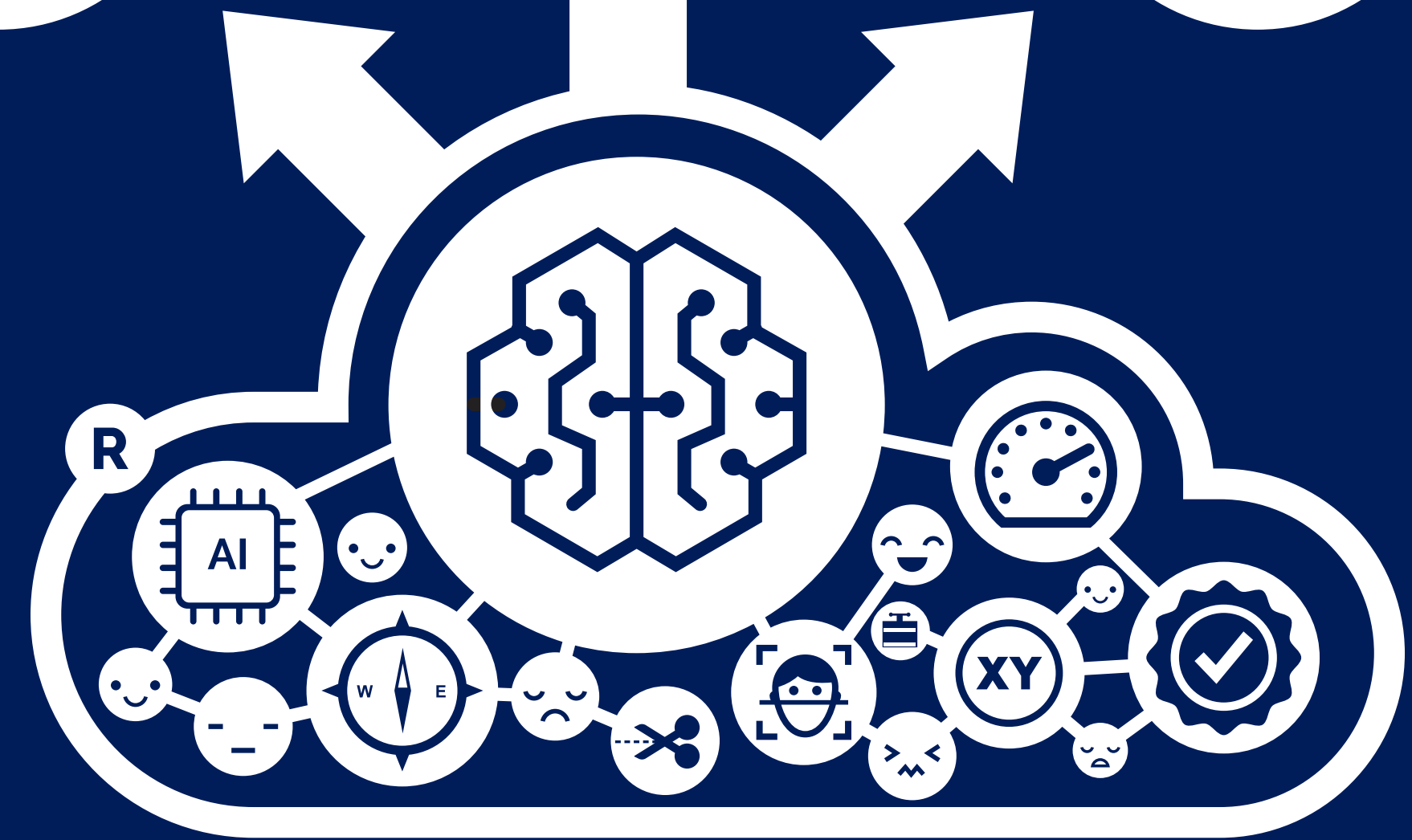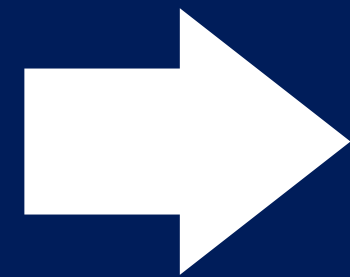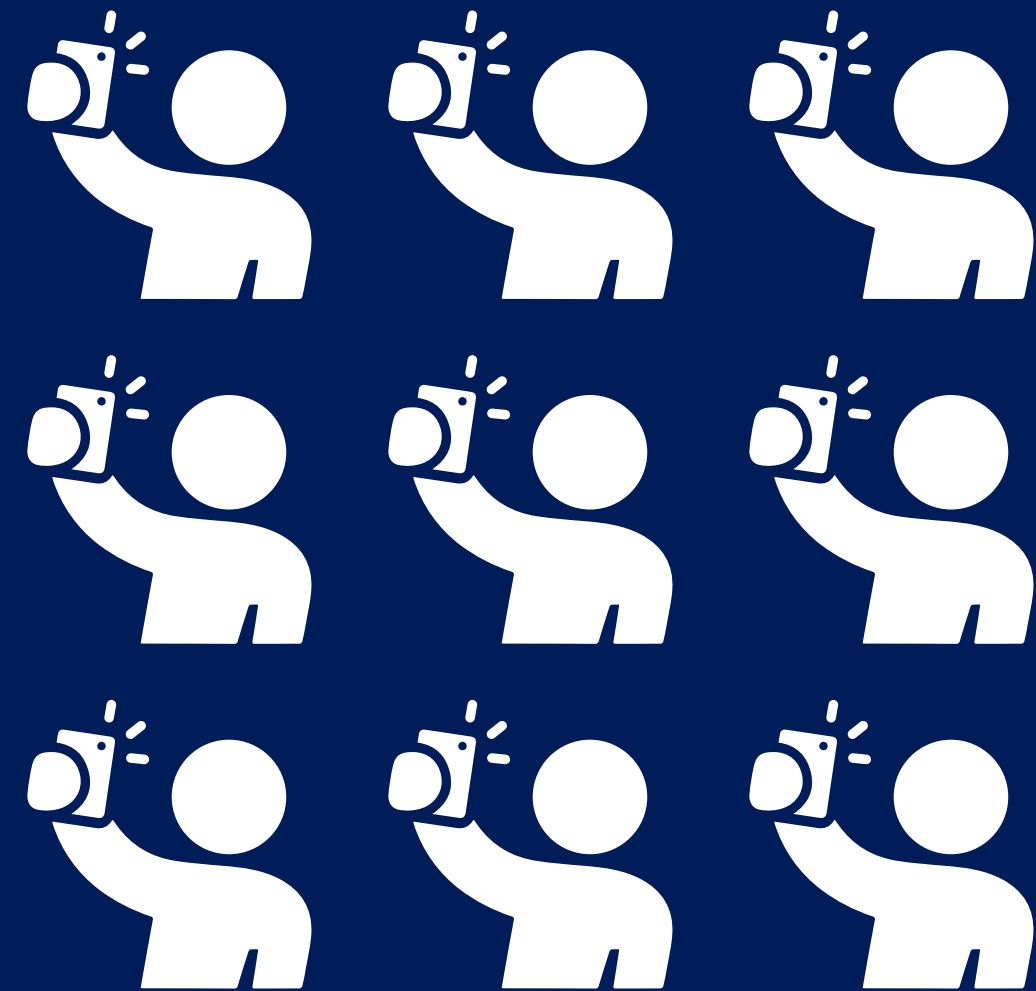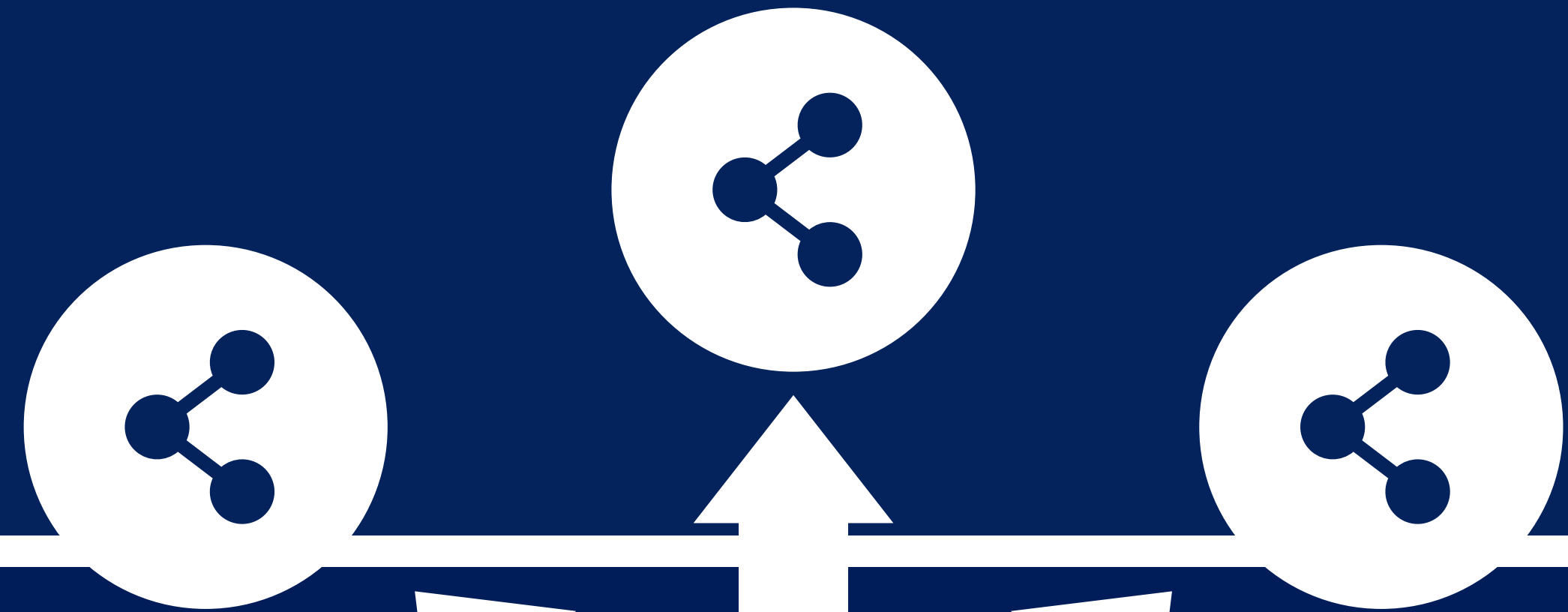
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FILMILY AI BRAIN

Our platform then analyses and understands everything about every second of the content collected, this allows our clients to automatically create amazing branded films to use in stadiums, on social, with sponsors or on broadcast.

In fact Filmily does something very special.

We automate the stitching together of this content to make magical memories for users to share with the teams they follow, the players they love and their very best friends.

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AUTOMATION

Identifies emotions

AUTO EDITING

auto detects key moments

auto detects brands

USER SOURCED CONTENT

low risk & high reward

PLATFORM AGNOSTIC

auto detects demographics

Auto detects location, focus, speed, direction

PLAYING BEHIND CLOSED DOORS

With Covid, we evolved. We realised our technology was more important than ever.

Rather than harvest content from fans in-stadia, we encouraged real fans to record real reactions and from home and then we played them out in empty stadiums.

Breathing life back into sport.

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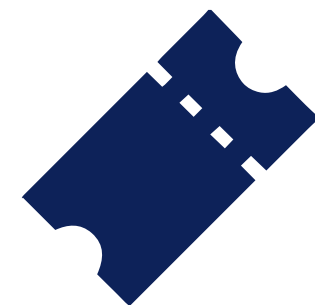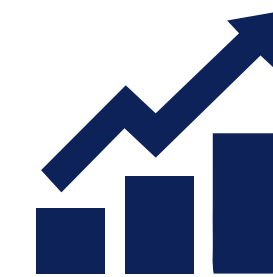
THE OPPORTUNITIES WE ARE ADDRESSING IN SPORT

Fan Engagement

2% of a Premier League teams fanbase make it to the game

Ticket Sales

Every NFL team loses $1.4mn in season ticket sales each year

Audience Data

Data is the fulcrum of customer acquisition, retention and growth

Sponsorship asset

Marketers want digitally focussed sponsorship connections

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HOW WE SOLVE THEM

Fan Engagement

We engage remote fans and make them feel part of the game day experience. The content that these fans generate is played out in stadiums and across social media, creating communities and delivering intrinsic value to each and every fan no matter where they are in the globe.

Ticket Sales

We recreate match day experiences, delivering bespoke films of a single match or season. Providing those fans inside the stadiums with personalised mementos for them to cherish and share.
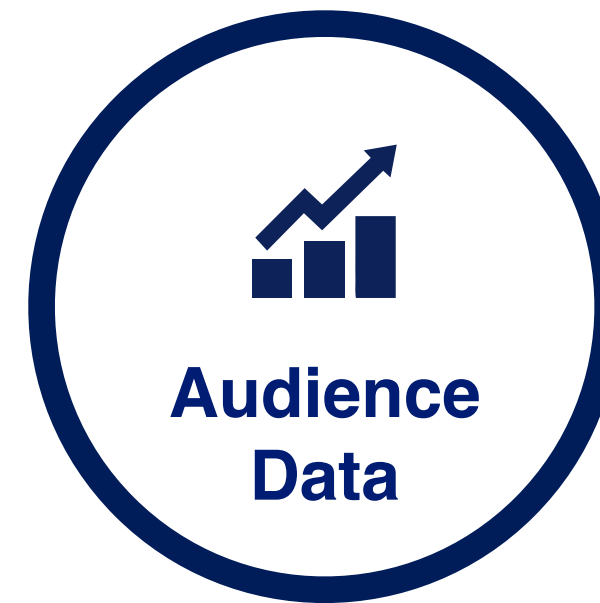
Audience Data

We have incredibly advanced AI that enables us to understand every second of every piece of data we receive, this gives us very advanced insight into a teams global audience.

Sponsorship asset

We are a Sponsorship asset, Sponsors want better value and to reach as many fans as they can. Our technology connects sponsors with a teams global fanbase like never before.

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CONTENT FROM FANS

The excitement of the fan experience.

We encourage fans to record the best bits of their day with you.

- Adventures before the game. Lucky Shirts, Food and drinks with friends, inside and outside the stadium, crowd reaction and pre & post match celebrations.

Using our advanced AI we can understand every second of every piece of content we receive.

We know location, focus, demographics, emotions and we can find a brand or logo. From this we can auto edit content for you your brands and your commercial partners.

- Engaging films for you, your brands and your commercial partners to share across social media.

- Amplifying the value of a sponsors investment.

SPONSORED BY
TotalEnergies

CAF
AFRICA CUP OF NATIONS

IT TAKES **ALL OF US**
*(especially)* JOHN

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MOSAIC OF FANS

Feeling part of the experience

We can engage with remote fans and make them feel part of the tournament. Wherever they are in the world fans can record cheers for the stars.

These mosaics of cheering can be played out on screens around the arenas and across social media, creating digital communities and delivering intrinsic value to each and every fan no matter where they are in the globe.

- Using the Filmily AI we can determine location and demographics of the fans.

- Content that the fans get and the sponsor messaging that goes alongside it can then be demographically and location specific.

- Content can be specific to a player - Riyad Mahrez with cheers from Algeria or even Sarcelles, France.
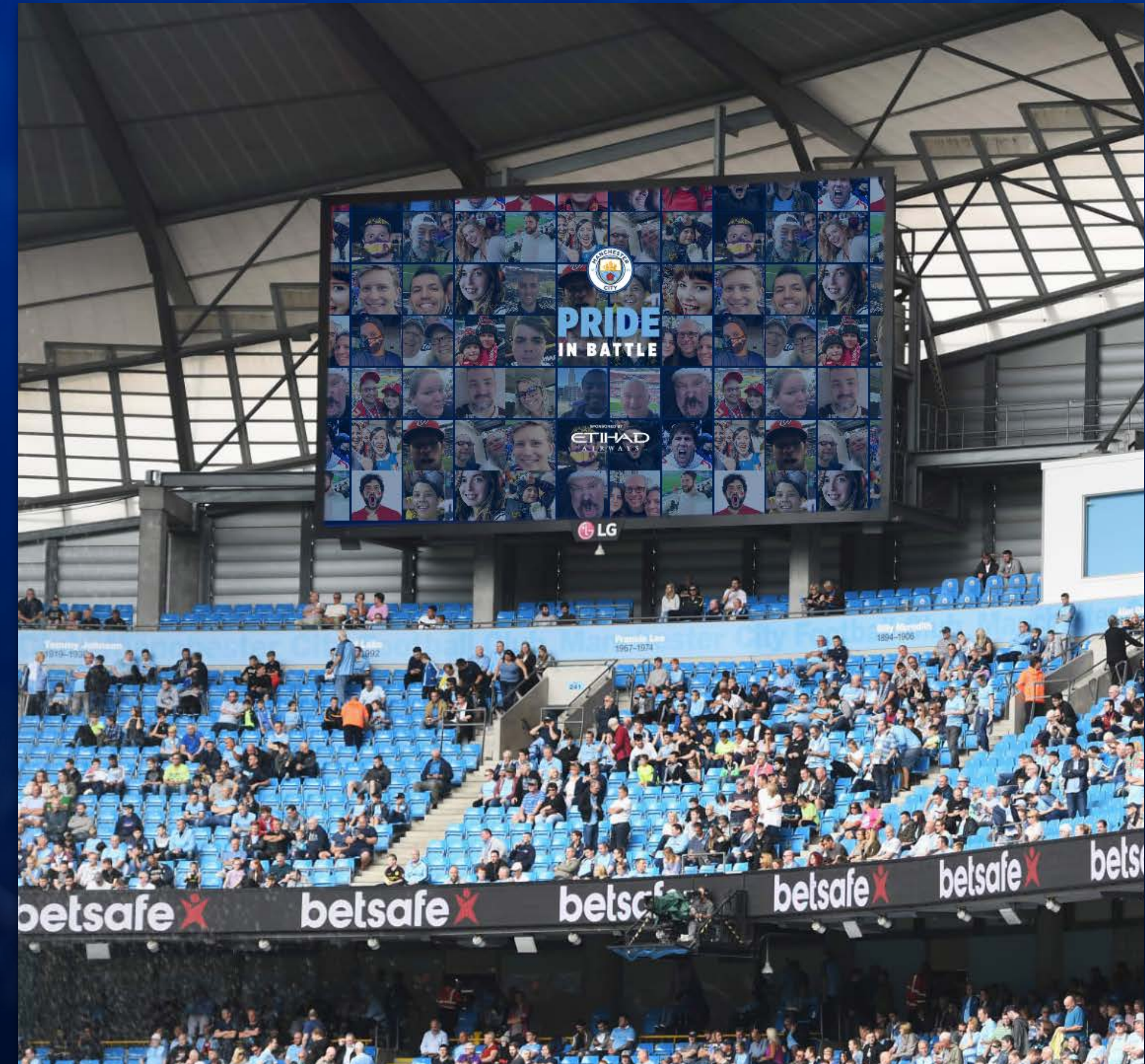
PERSONALISED MOSAIC

A mosaic with the fan as the star

Every remote fan that shares content with you, gets a thank you in the form of a personalised Mosaic with them at the centre as the star.

Fans would be emailed their personalised mosaics which they can share across social media.

- We can geo-locate the fan and determine their demographics.

  - Any sponsor messaging can also being location specific and relevant to the demographic.

  - For example content from France could carry the appropriate Sponsor Offers and be language specific.

- A highly impactful and very valuable new asset.

PERSONALISED VIDEO

Reliving the Game Day experience

We create a Player, Team or Sponsor video story.

A story that celebrates a fans experience.

- Balancing a mixture of stock images and videos, blended with the users content, framed perfectly with a soundtrack, we create a personalised video for each and every fan.

The video is delivered to the fan by a Player, Team or Sponsor.

Reinforcing Sponsorship Value by creating content that fans will want to share.

- Controlled video story that enables you to structure the narrative.

- Highly impactful, engaging and shareable.

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PERSONALISED MOMENTO

A phrase everyone says 'I was there…..'

'I was there when the Vikings won the Super Bowl'

We all wanted to be there but not all of us could.

For the lucky fans that were, we can create a virtual ticket showing when they were with you and where.

Using NFT technology, we can ensure that the asset is authentic and unique.

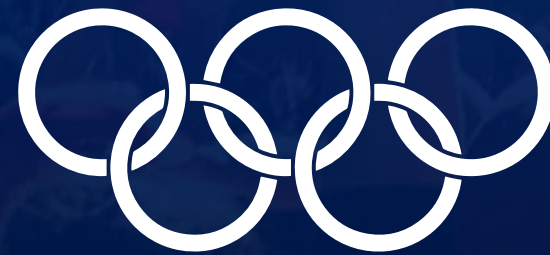- A unique digital memento.

- Highly impactful, engaging and shareable.

- Valuable new sponsorship asset.

IT TAKES
ALL OF US

NFL

SPONSORED BY
allegiant

BLOCK **114** | **115** | ROW **R** | SEAT **367**

SAT | **OCT 10** | **2021**

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A FEW OF THE GREAT BRANDS WE HAVE WORKED WITH

NFL · SF (San Francisco 49ers) · USTA · BUNDESLIGA · 1.FC KÖLN · STADIA VENTURES

IBM · ENGLAND RUGBY · Olympic Rings · BASKETBALL CHAMPIONS LEAGUE · DHL · REWE

WORLD RUGBY HSBC SEVEN SERIES · AMERICAN EXPRESS · AT&T · SKY · barclaycard · COWBOYS

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THANKS

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