

DELIGHT FANS & DRIVE ENGAGEMENT

with Integrated UGC
& Match Commentary



A SOCIALIZED MATCH EXPERIENCE

Sports is the ultimate social experience. On social media, fans boast and grumble about team victories and losses, clubs and teams reflect on past matches and aspire toward future ones, and athletes celebrate on-field performance. In fact, while watching sports fans are **67% more likely to use Twitter** than non-sports fans. Clubs and individual athletes have amassed significant followers across Twitter, Facebook, and Instagram.

Now, you can combine club, athlete, and fan enthusiasm with live commentary into a go-to hub where sports fans can find all sports news in a single location **before, during, and after matches**. Give your sports fans the comprehensive experience they demand, and increase engagement on your site in return.

Game on with LiveGrandstand

LiveGrandstand is a comprehensive live sports commentary center. It combines real-time match commentary, live user-generated social content, player and club statistics, match news, and much more into a one-stop digital experience for sports fans following a particular match or game.

For sports publishers, LiveGrandstand automates the process of finding, filtering, and publishing an integrated stream of match commentary and social content, enabling you to create an experience that engages fans and followers before, during, and after a match.

Key Features & Benefits

With LiveGrandstand, you get the **most complete live commentary solution** available today. Whether you want to augment existing live commentary with user-generated content or need a complete solution, Crowdnews can help you drive fan engagement using **safe, relevant**, and **real-time** social content woven among live match commentary.

You get...

Automated, safe, and real-time live social stream, showcasing club accounts from across multiple social networks

Blended commentary stream: match updates + social content

Profanity filtering, white- and blacklisting

Match commentary feeds across sports & leagues

Supplemental content (e.g., stats, team history, articles, etc.)

Monetization add-on (display, in-stream, video, betting)

So you can...

Save time incorporating social content – artificial intelligence, natural language processing, and automation does the hard work for you

Fans get the “full story” from official sources, in an integrated experience, so they stay onsite longer, consume more content, & return for the next match

Ensure the safety & relevance of the social content stream, suitable for any age audience and targeted to fans' interests

Cover more leagues and sports without exorbitant overhead costs and/or resources, and attract new fans by broadening the content you offer on your site

Enrich the experience for fans, and entice them to linger on your site longer, and return again for the next match

By mixing-and-matching monetization types to best suit your audience, earn money from your site and its visitors, and improve the ROI of your investment

Score Fan Engagement with LiveGrandstand

Delight your fans and drive greater engagement – see how LiveGrandstand can help bring your sports pages to life. Contact Crowdnews today to learn more & see it in action.

www.crowdnews.com/sports or hello@crowdnews.com