



INCREASING SUBSCRIPTIONS FOR MOTORSPORT TV

How To Use The Funnel On Social Media And Facebook To Drive Sales

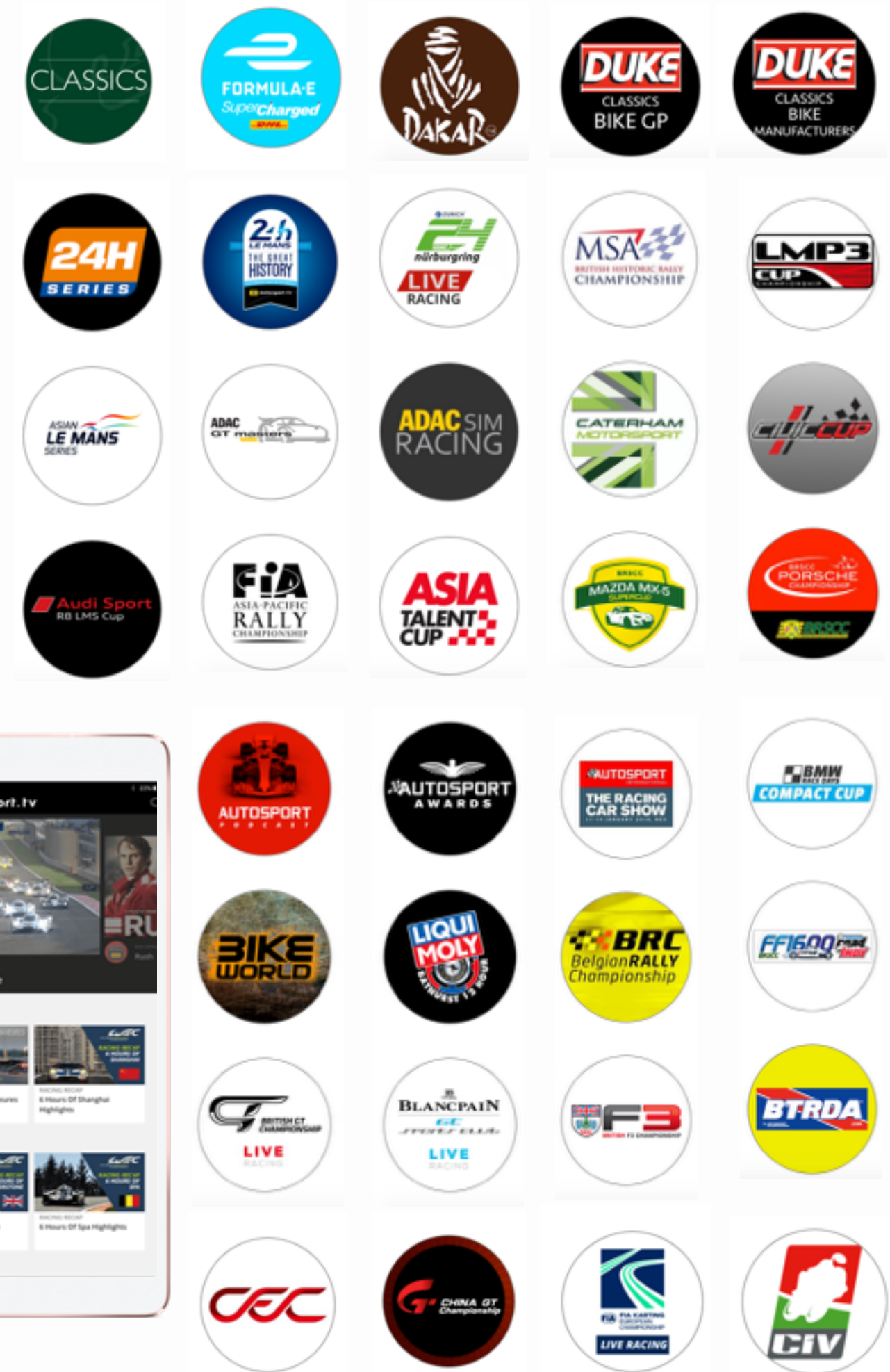
Motorsport TV | Overview



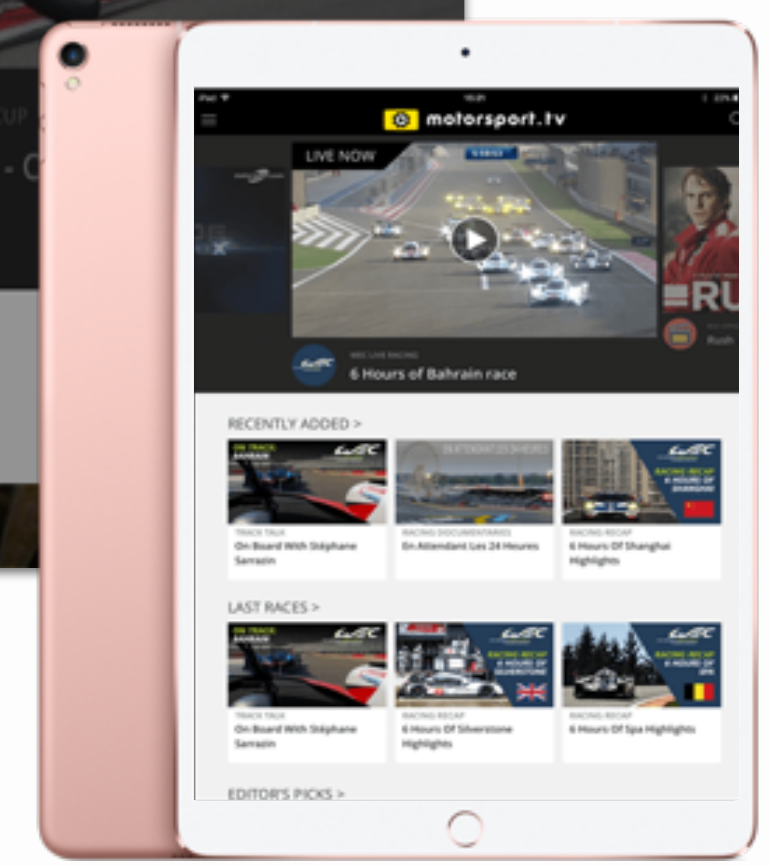
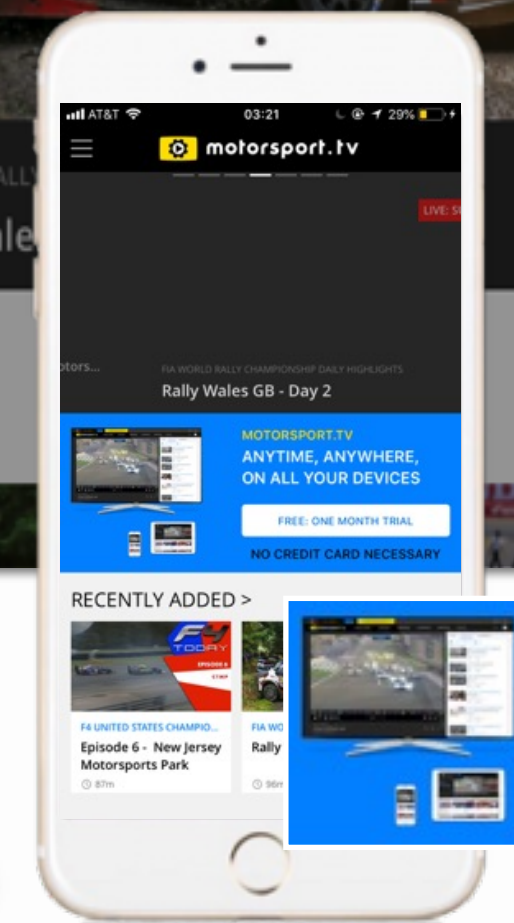
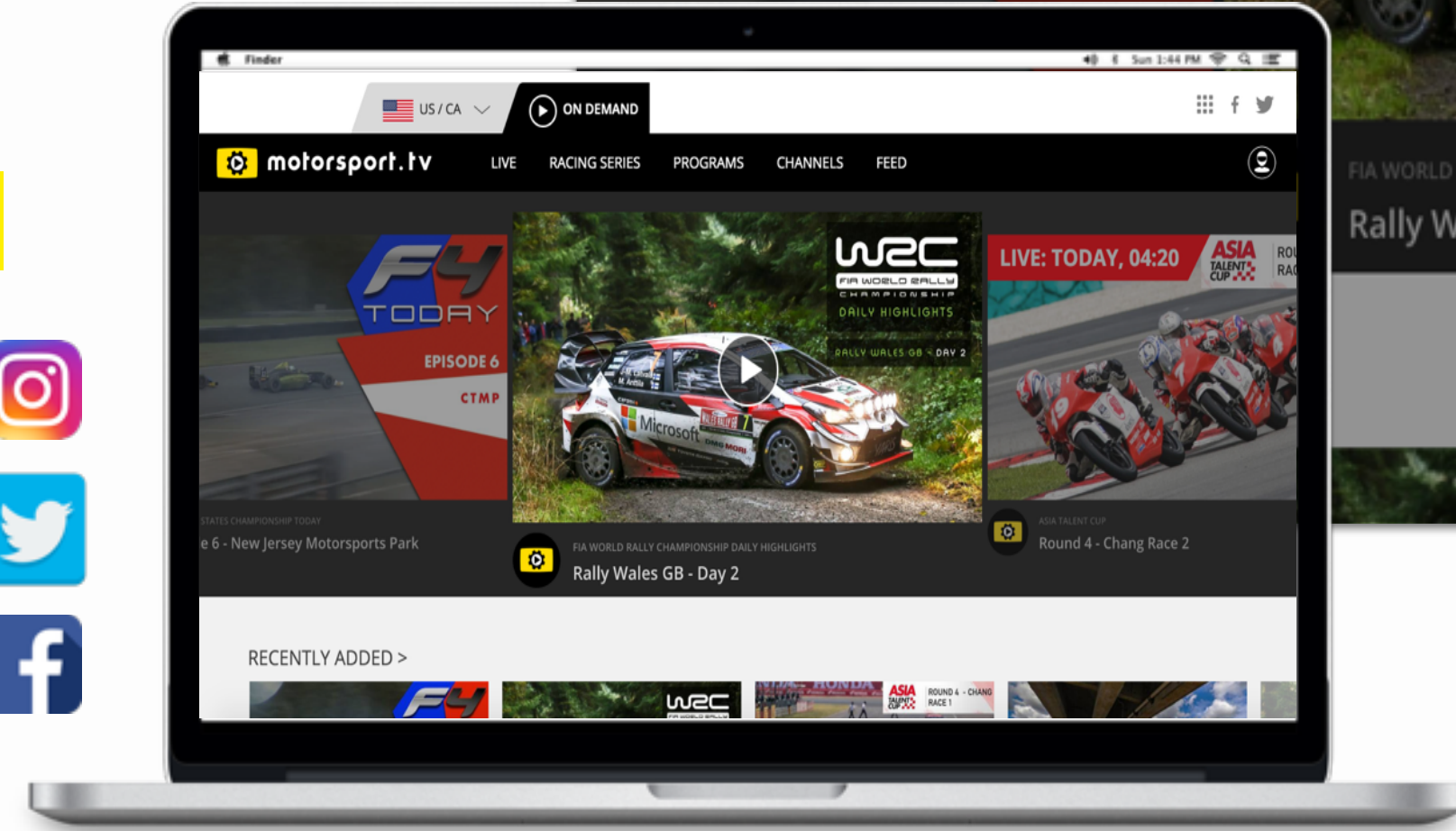
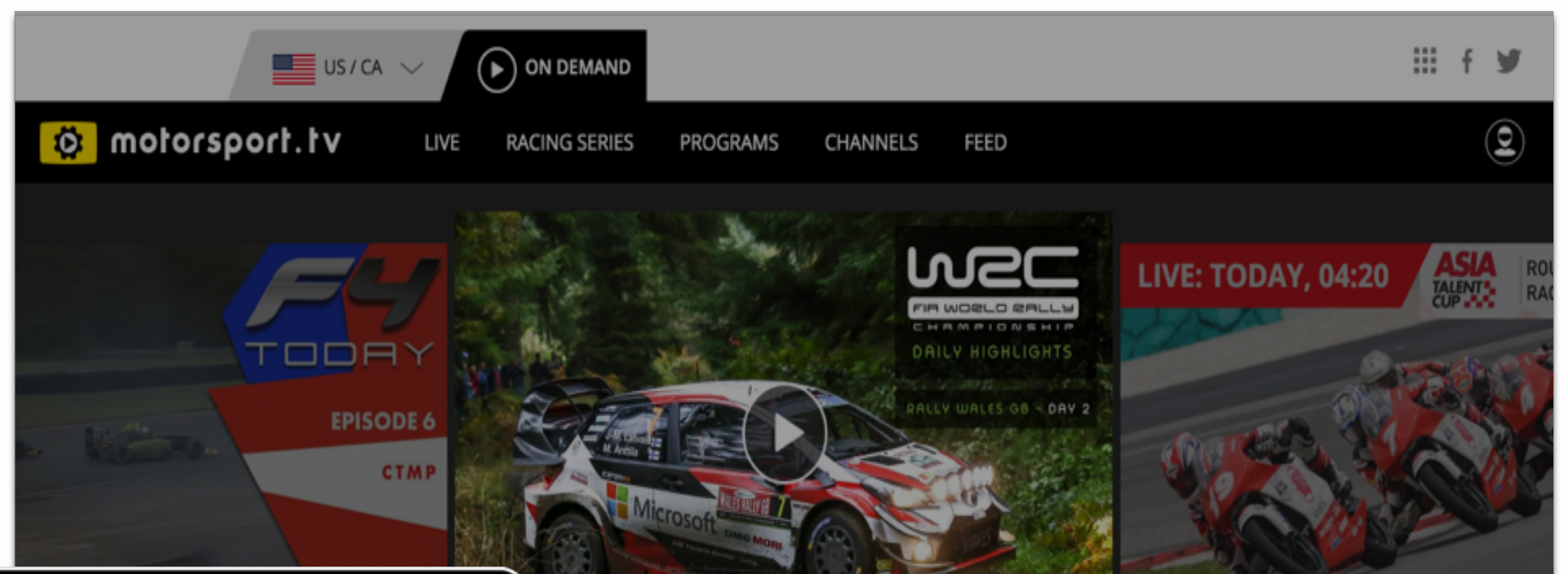
CHANNELS



PROGRAMS



SOCIAL



PLATFORMS



AND MORE

Motorsport TV | Challenge

BRAND CHALLENGES

CUSTOMER ACQUISITION

CUSTOMER RETENTION

EDUCATING AUDIENCES

CABLE TV vs ON-DEMAND

motorsport
NETWORK

ONE TEAM. ONE WORLD

MOTORSPORT
NETWORK

260+ Million page views per month

81 countries

17 Different languages

Our conversion rates are very low. Today, we have over 30M unique visitors, but only 20K subscribers.

Quote via e-mail



IAN NOLAN

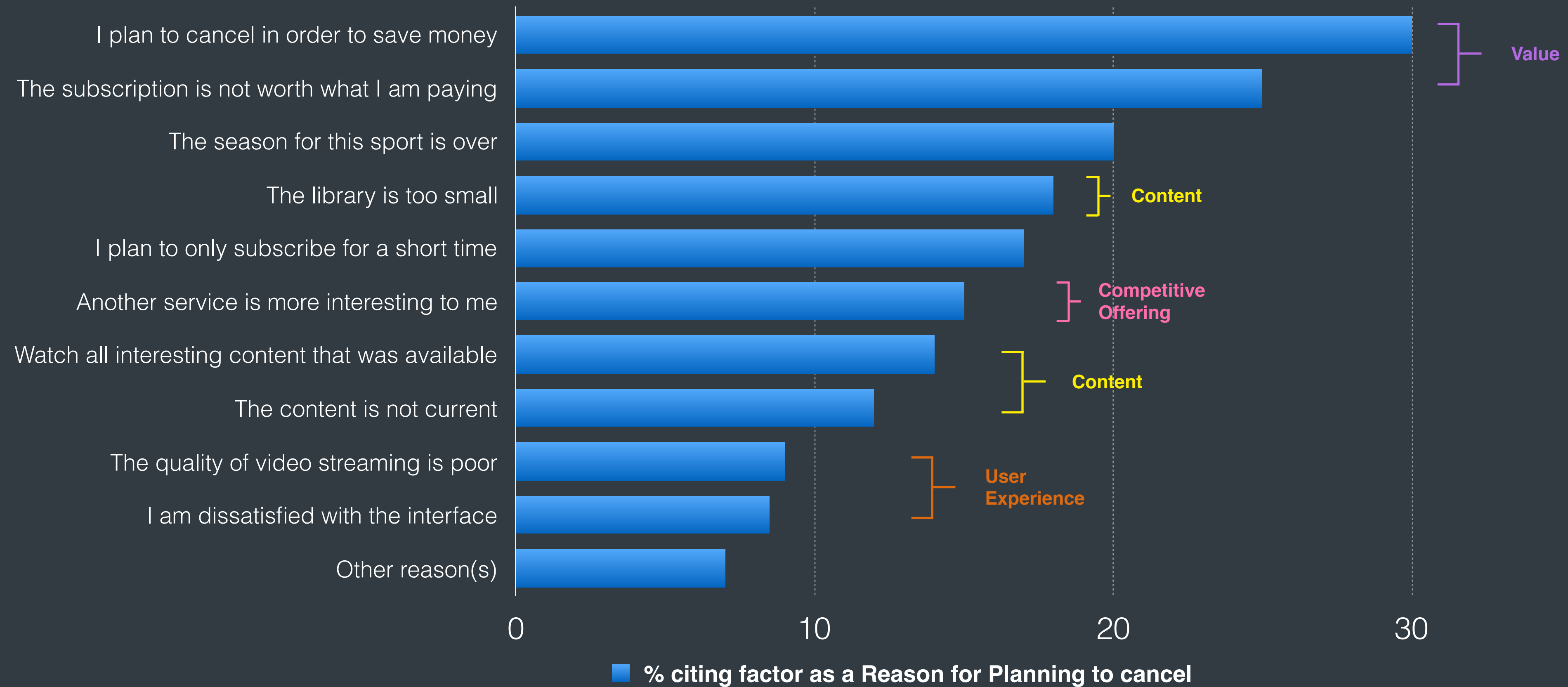
VICE PRESIDENT, HEAD OF DIGITAL
MOTORSPORT NETWORK



Motorsport TV | Opportunities

CHALLENGES ARE OPPORTUNITIES TO BUILD UPON

Reasons for Planning to Cancel an OTT Service (U.S. Respondents)



Motorsport TV | Most Recent Problem(s) Encountered

Anger

Lack of Education

Disappointment

@F1FansPitstop **MotorSport** **@f1fanspitstop** · Sep 14
Replying to **@MotorsportTV_UK**
So you take over MotorsTV then scrap your TV channel great cheers for that

TORA **@TheReal_TORA** · Sep 15
Replying to **@MotorsportTV_UK** **@Phil_Kinch**
We're very disappointed to see this move behind a pay wall. To us this seems a retrograde step for the wider motorsport community at a time when broadening the fan base should be a key factor.

Anne Lambert yep i will be watching for as long as i can as soon we wont be able to get these races on the TV channel which is a real shame as i love the WEC series and will miss it loads when its gone.
Like · Reply · 1w

Motorsport.tv Hi Anne, you'll still be able to catch the WEC live on Motorsport.tv On Demand. You can test out the service for 30 days free - on your desktop, mobile device, and Apple TV. In addition, we have thousands of hours of racing available to watch.
Like · Reply · 1w

Anne Lambert **Motorsport.tv** what happens after 30 days free? I think i will probably have to find another sport to watch that is still available on tv. its been great while it lasted though especially the Le Mans coverage, that will be the hardest hit i think.
Like · Reply · 1w

Phil Lupton youre a joke channel. who wants to sit in front of a pc or laptop for hours on end? assuming the internet is good enough that is. you'll end up like bbc3, playing to no one
Like · Reply · 1w

Peter Carol Covill Still no answer to my comment on the Australian Supercar coverage
Like · Reply · 1w

Phil Lupton Peter Carol Covill i aske last time they stopped showing it & never got a response. they have hilights on freesports channel
Like · Reply · 1w

Motorsport.tv **@MotorsportTV_UK** Following
Motorsport.tv is moving to online and on demand exclusively. We've got all your favourite shows & races you enjoyed on TV, now on demand, any time. Visit **motorsport.tv** or go to our Apple TV, iOS & Android Apps today to take advantage of our free 30 day trial.
12:38 PM - 14 Sep 2018
24 Retweets 24 Likes

Motorsport.tv **@Motorsport.tvUK**
Home Posts Videos Photos About Community Info and ads Twitter Email sign-up

John Williams **Motorsport.tv**
Why are you not on channel 429 on sky tv any more
Like Comment Share

Ryan Hibble **Motorsport.tv**
What is going on with the channel why have yous came of sky again first of all you stopped showing the moto Cross and now stopped broadcasting all i can say is you are a joke there is a lot of us who hate football and love our motor sport and now you have taken that away again thank you twats
Like Comment Share

Kevin Dudgeon **Motorsport.tv**
What's happened, just gone onto my virgin box to make sure the Bathurst race was on/set to record.... and you're no longer broadcasting
Like Comment Share

Dionísio Pires **Motorsport.tv**
We go
Like Comment Share

Watch Video

Search for posts on this Page

Visitor Posts

John Williams Today at 05:39
Why are you not on channel 429 on sky tv any more
Like · Comment

Ryan Hibble Today at 05:06
What is going on with the channel why have yous came of sky again fi... See more
Like · Comment

Kevin Dudgeon Today at 05:01
What's happened, just gone onto my virgin box to make sure the Bathu... See more
Like · Comment

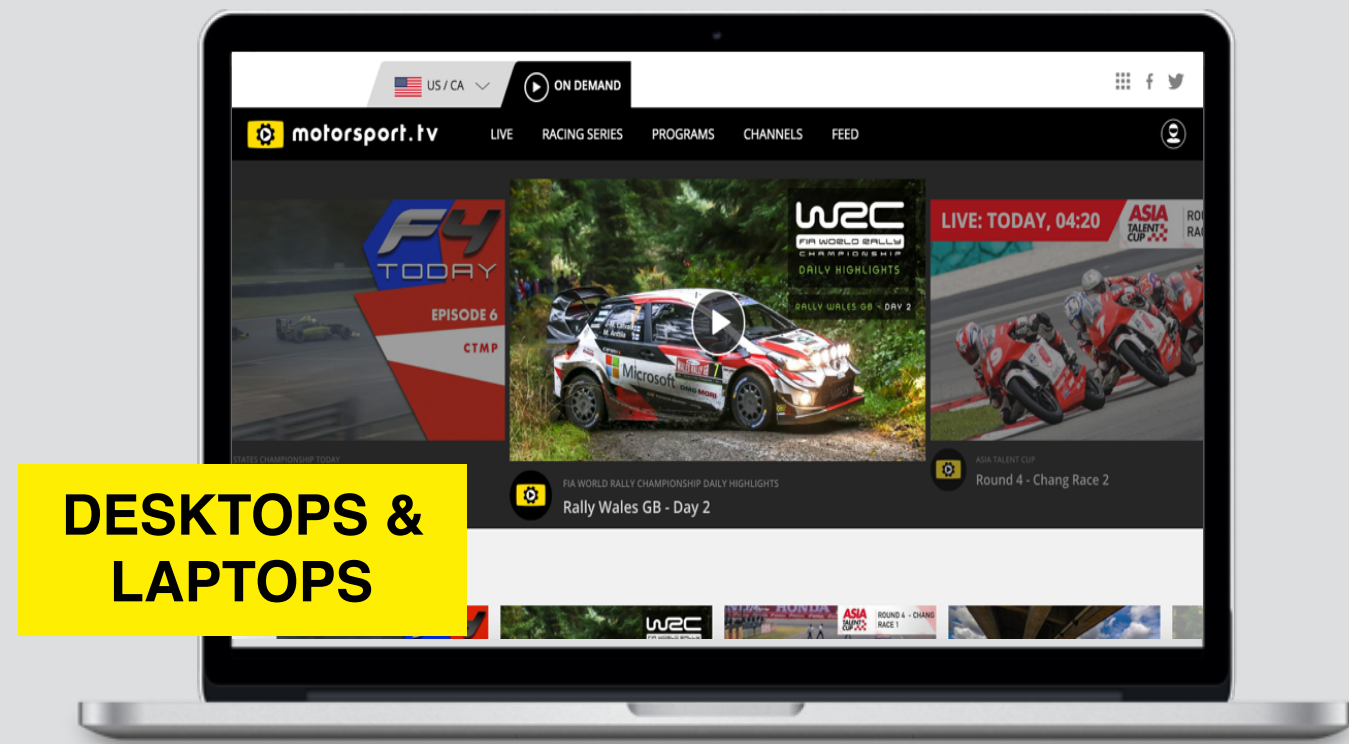
English (UK) · English (US) · Español · Português (Brasil) · Français (France)



Motorsport TV | The Reach Gap – On Demand Consumers

SMOOTH TRANSITION IS IMPORTANT AS VIEWERS MOVE BETWEEN PLATFORMS BUT TELEVISION STILL DOMINATES ON-DEMAND

40%
Sign ups by PCs



15%
Sign ups by mobile apps

35%
Sign ups by mobile apps



45%
Viewing on smartphones

25%
Sign ups by TVs



70%
Viewing on TVs



Motorsport TV | Building the Funnel

PROBLEMS ENCOUNTERED AND ALTERNATE STRATEGIES TO TRANSITION USERS

AWARENESS

- Any significant change must come with prior notice, enough to allow users to get accustomed to the new paradigm
- A 90-day campaign is sufficient time to educate fans, justify the change i.e. paywall (by offering new and better content) and to begin the process of convincing users to subscribe

- First 30: Break the news across all mediums and use social media targeting to educate audience
- 30-60: Use this period to A/B test and create value for the fans/consumers
- 60-90: Target interested fans with content, offers, promos and incentives

EDUCATION

- Transition needs to be gradual
- There's no doubt that fans love Motorsport TV content. However, it's not the idea of a paywall that is posing a problem, but the fact that it was sudden and unexpected.

What could have been done

ADS

- Banner ads on the website
- Ads on cable TV against Motorsport TV programming
- Social media ads (targeting)

Pop-up and push notifications across mobile apps and desktop websites. Every time a new user arrived on the landing page, a pop-up could greet and educate audience about the shift from cable to on-demand

Receiving information from cable provider on the user data and using that to target fans by offering 3-month free trial of the on-demand service.

VALUE

- Focus on why on-demand works
- Show users the benefits of on-demand service
- Showcase the vast library of content
- Referral and retention incentives
- Provide opportunities and platforms to nurture brand advocates

Offering users multiple options and packages during transition helps, for instance, instead of charging \$X for subscription to overall bundle, offering skinny bundles (PPV) for \$0.99 would have helped.

Tutorials/guidance on how to continue watching Motorsport TV via existing services such as Apple TV and internet (Wi-Fi) enable TV sets

- Retarget these fans and users on social media.
- Show them ads with benefits of moving over to on-demand.

SOCIAL MEDIA

Target (new & old) fans across social media during every step of the process i.e. create specific content and targeted ads for users who:

- end up on the landing page, but don't try the product
- clicked on the trial button but didn't go through with the sign up
- signed up for a trial
- signed up and dropped out

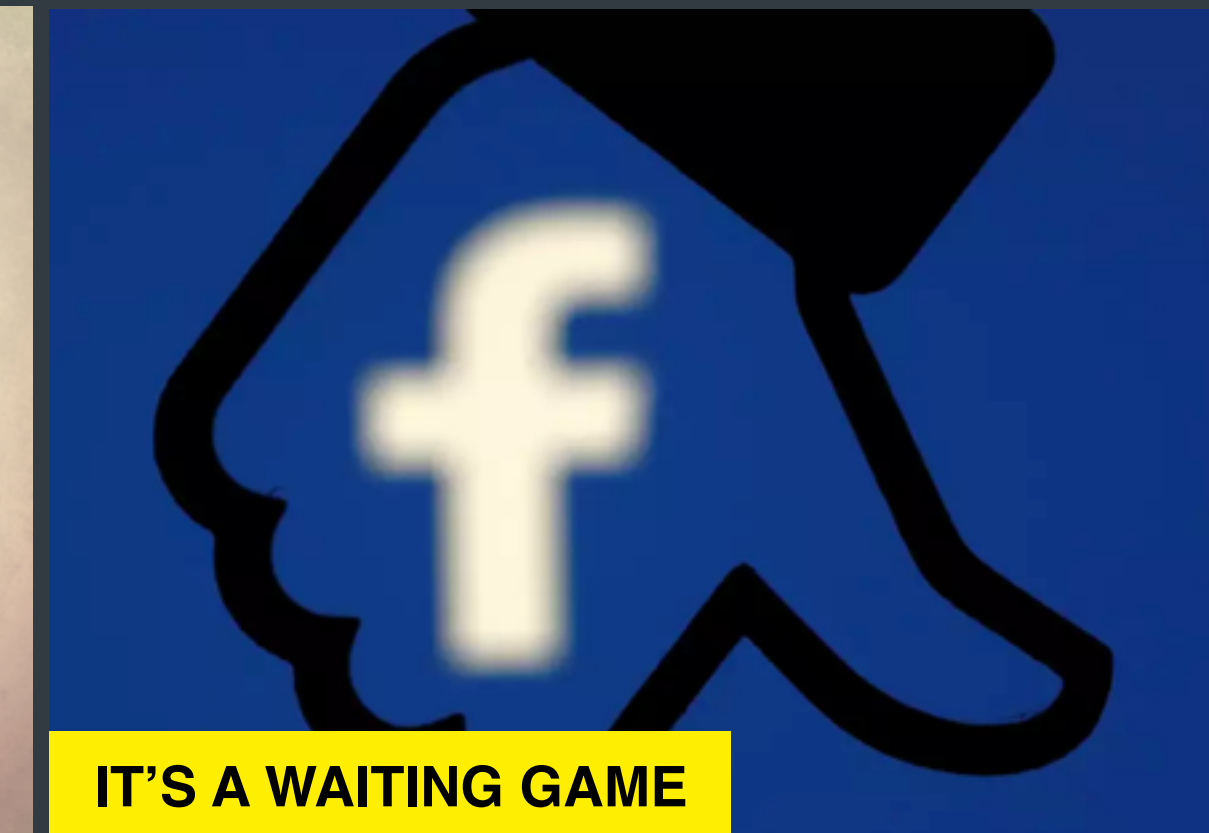
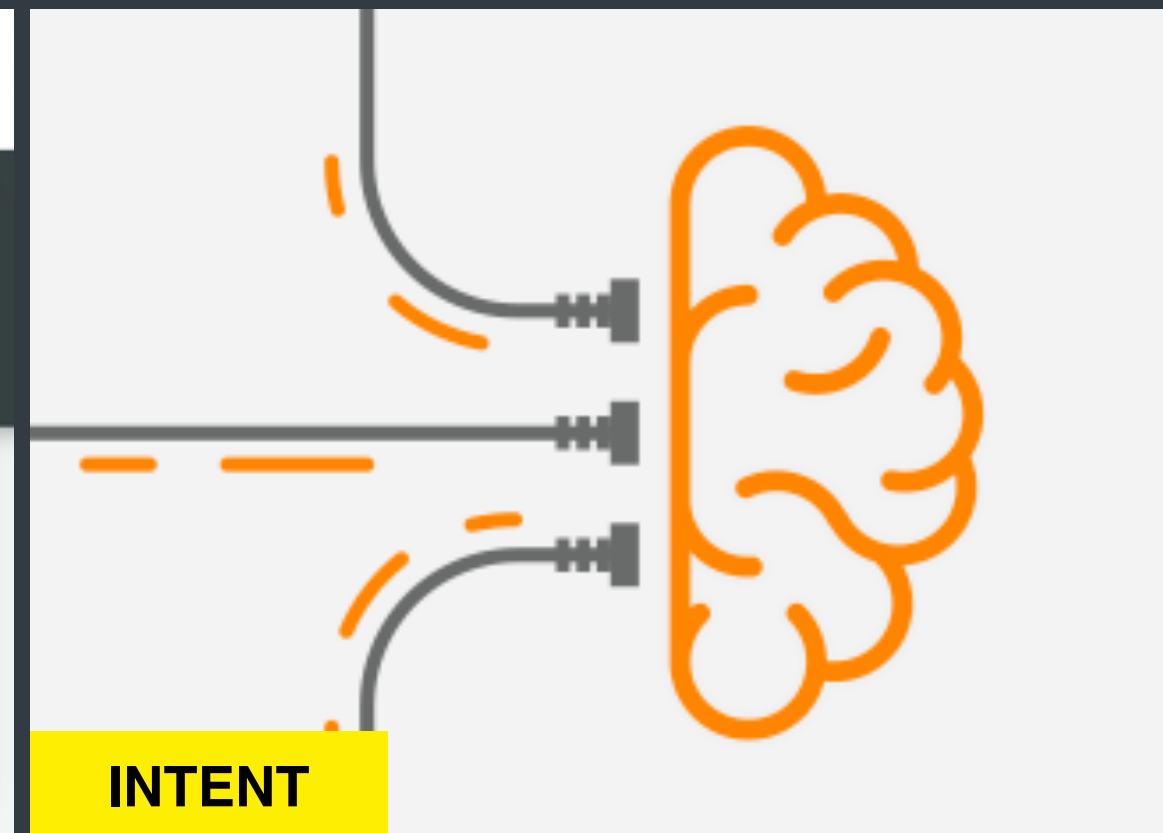
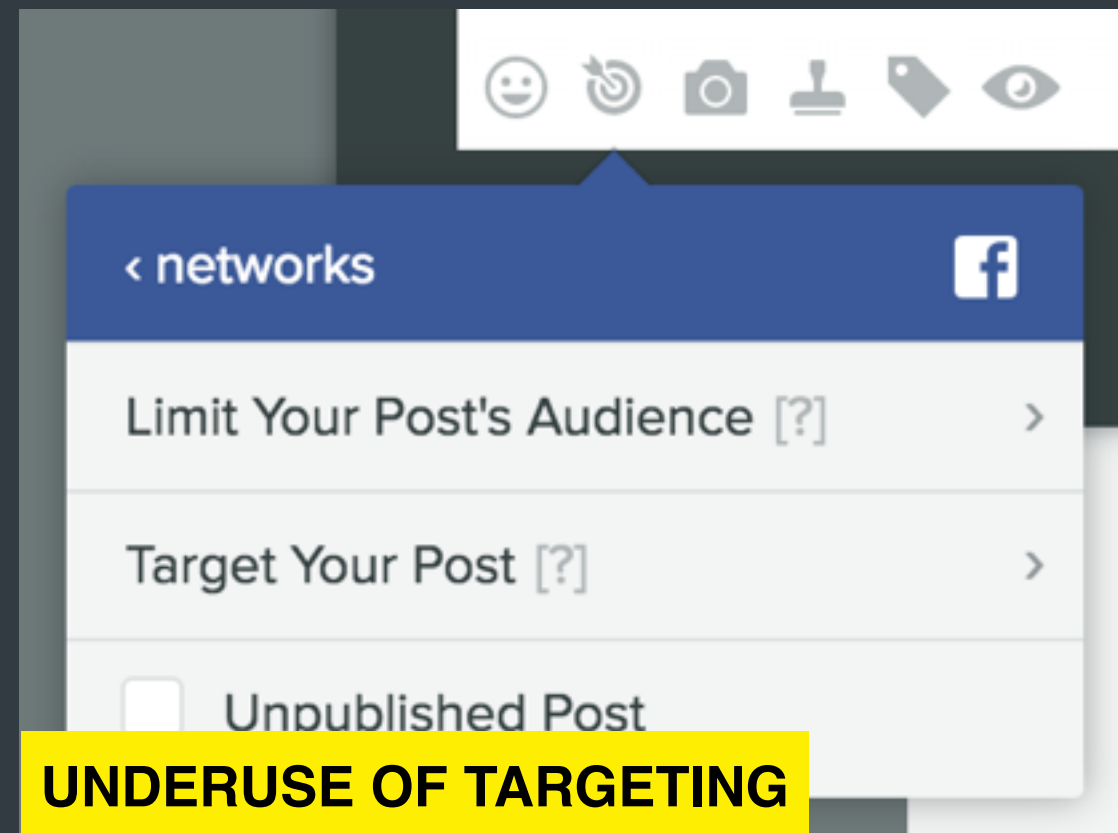
Create and share specific pieces of content that targets and engages different personas and sub-niches of the audience relevant to the product, allowing Motorsport to expand and scale this out

Because people tend to believe that on-demand is an added expense over existing cable service, offering low-cost options will alleviate the feeling of added cost.

Social media is the most important platform for discovery and relationship building

Motorsport TV | Key Mistakes on Facebook

PROBLEMS ENCOUNTERED AND ALTERNATE STRATEGIES TO TRANSITION USERS



- Not having tools such as Pixel installed
- Not leveraging custom conversions
- Not using a tag management solution
- Not understanding the use of custom audiences the right way

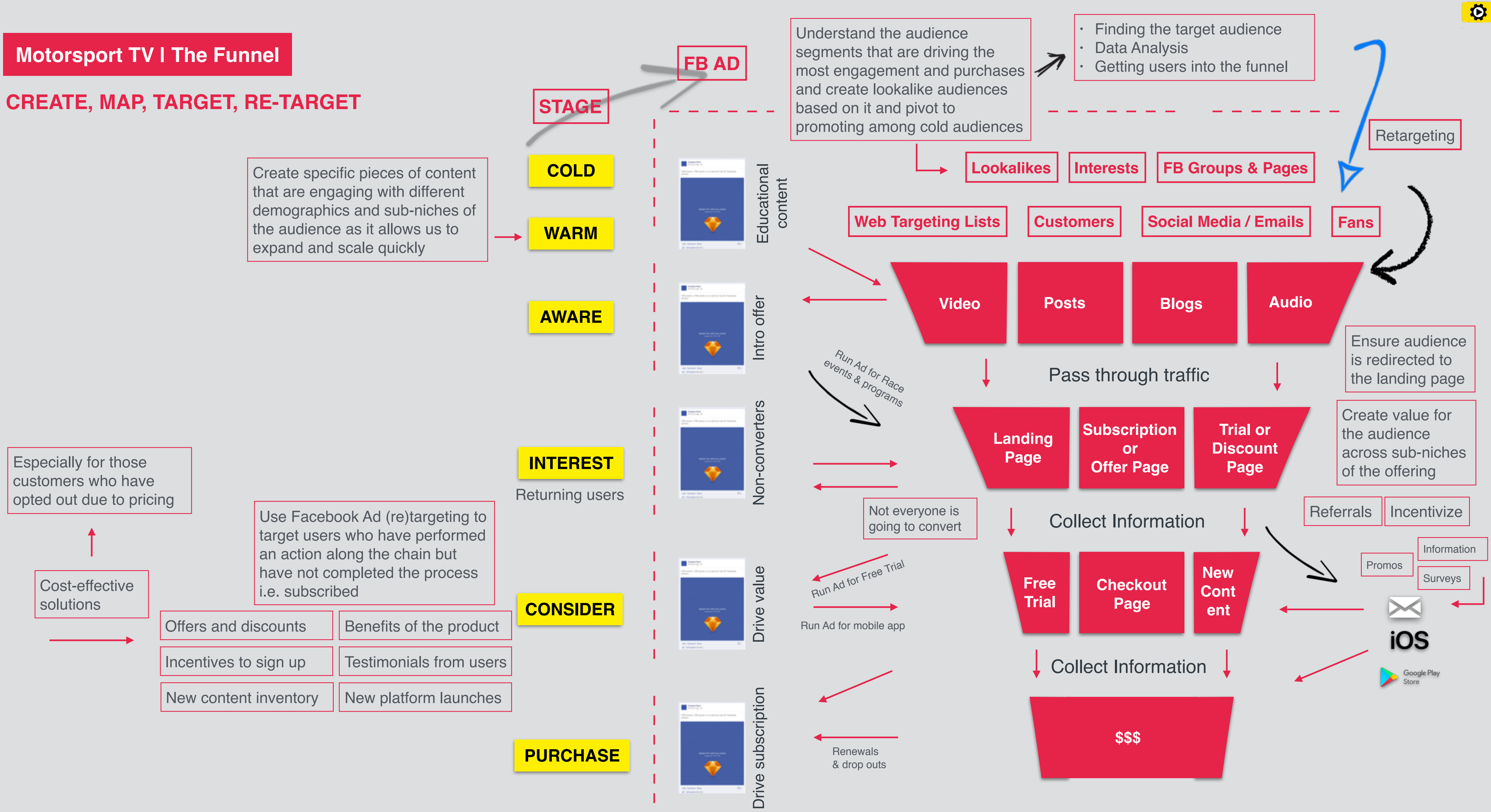
- Not everyone who views Motorsport TV or its social media channels wants to subscribe to it

- A good brand has between 6-9 touch points before someone is interested in it, and we need to build that value relationship and purchase intent
- There are multiple ways to achieve it, and for Motorsport TV, it's primarily through its existing and new form of content

- It's a game of patience
- SEO mentality: Understanding Facebook as a platform and conducting various A/B testings can be excruciating and difficult to map

Motorsport TV | The Funnel

CREATE, MAP, TARGET, RE-TARGET





Motorsport TV | Engagement Techniques

EVEN BASIC COMMUNICATION PLAN WILL INCREASE ENGAGEMENT

Confirm your email

BHATVAKASH@GMAIL.COM

Thanks for creating a Motorsport.tv account. To finish signing up, you just need to confirm that we got your email right.

CONFIRM YOUR EMAIL

Button not working? Try pasting this link into your browser:
https://motorsport.tv/confirmationmail?token=BRQuaM5bqVAepa_ecNbCC76mal1sZM_nDnHDg7NCPmY

For any problem:
 Call +1 305.507.8799
 Email at info@motorsport.tv

GET THE APPS
 Watch Motorsport.tv on your smartphone

Download on the App Store | GET IT ON Google Play

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- **No follow up emails**
- **No communication regarding content library**
- **No survey questions probing user's affinity to the product and the service**



- **FEEL GOOD FACTOR:** Welcome the user to your community
- **RANGE OF COLLECTION:** Show them something they might like or the latest collection of videos
- **INITIAL PRODUCT SURVEY:** Find out how users are liking the product

ON DEMAND

RACING SERIES PROGRAMS CHANNELS FEED

RACING DOCUMENTARIES
 Formula E - Off The Grid
 Antonio Felix da Costa

FIA WORLD RALLY CHAMPIONSHIP DAILY HIGHLIGHTS
 Rally Wales GB - Day 2

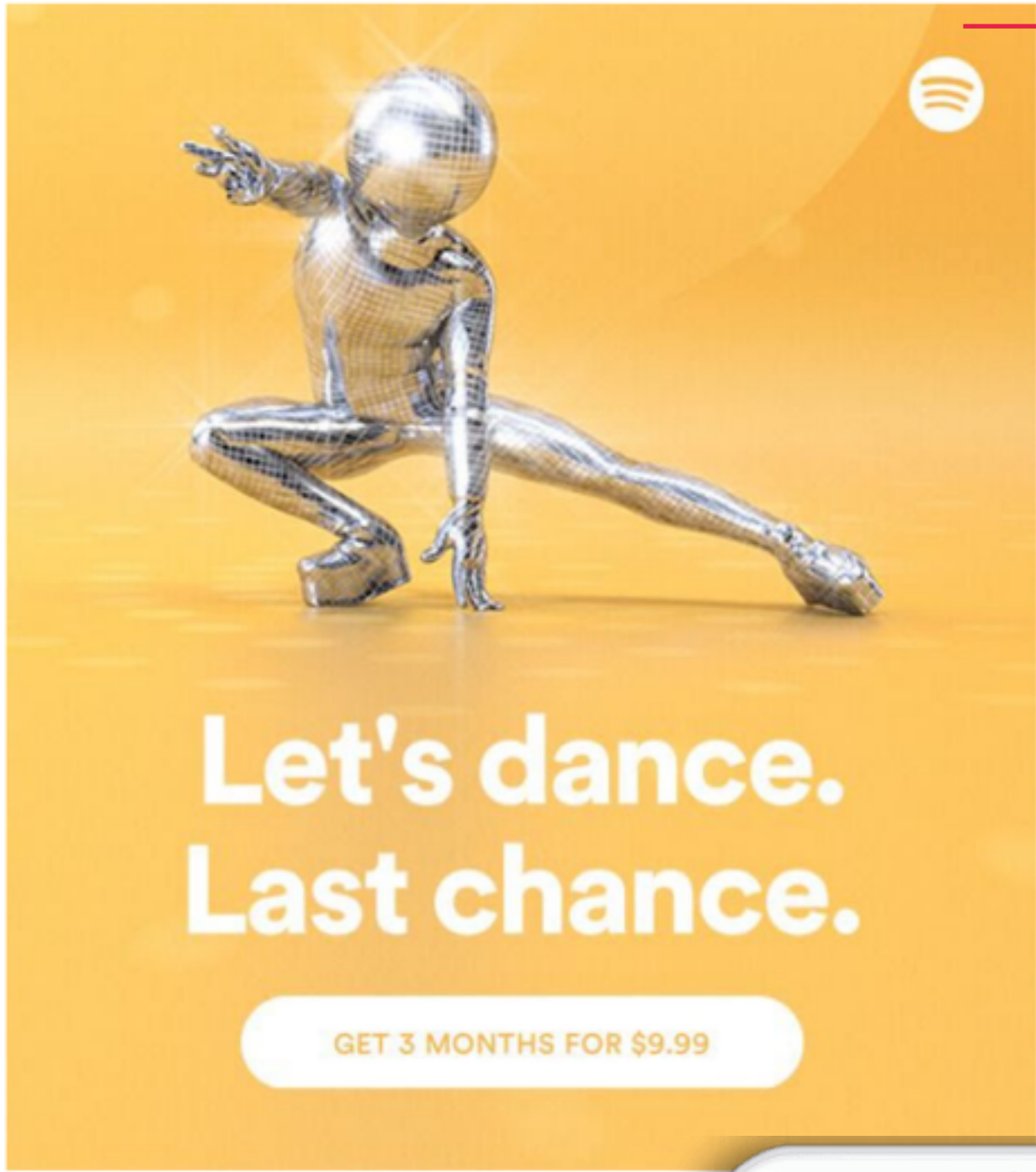
F4 WRC ASIA ROUNDOFF RACE 1



NOW

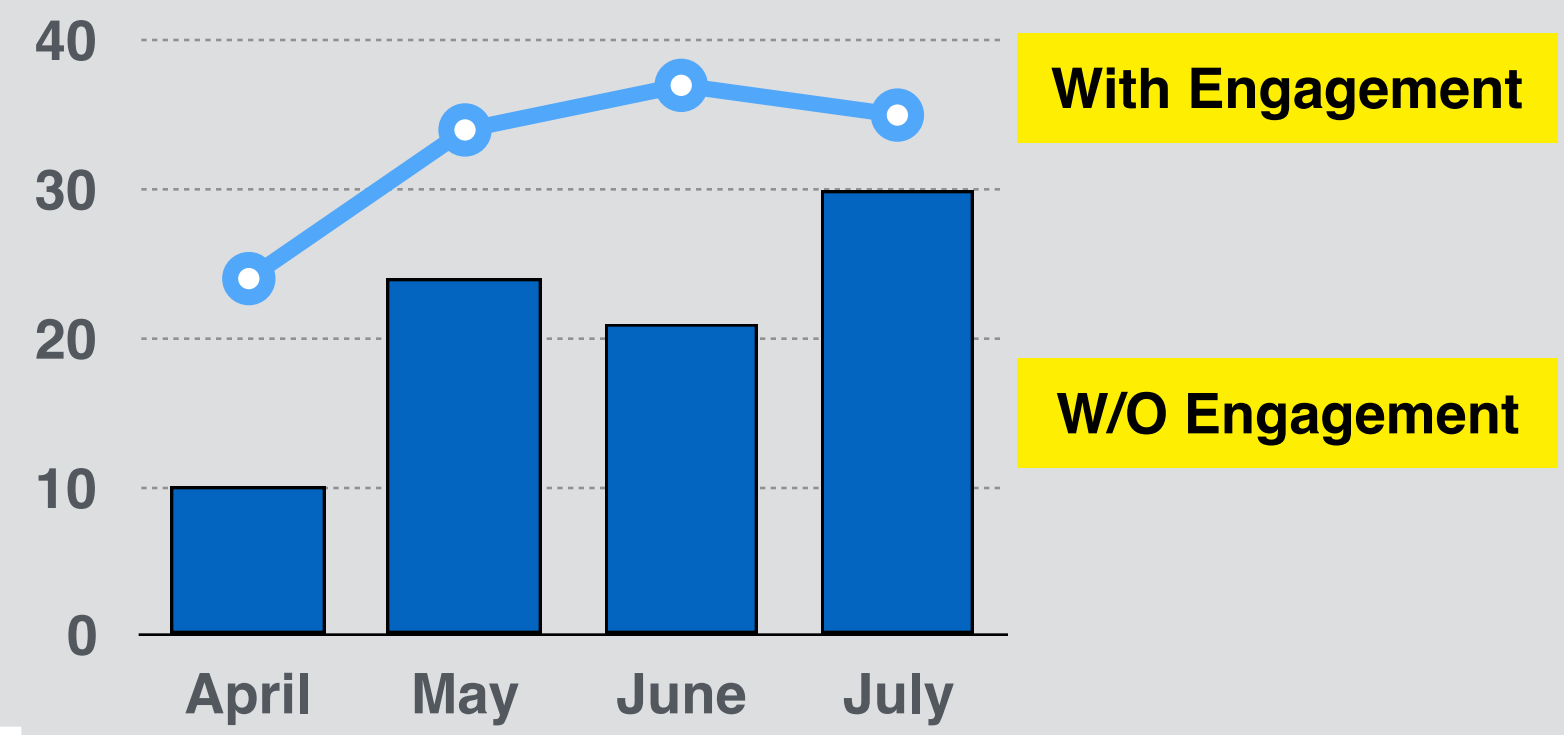
Motorsport TV | A/B Testing

A/B TESTING FOR CUSTOMER ACQUISITION, RETENTION AND ENGAGEMENT

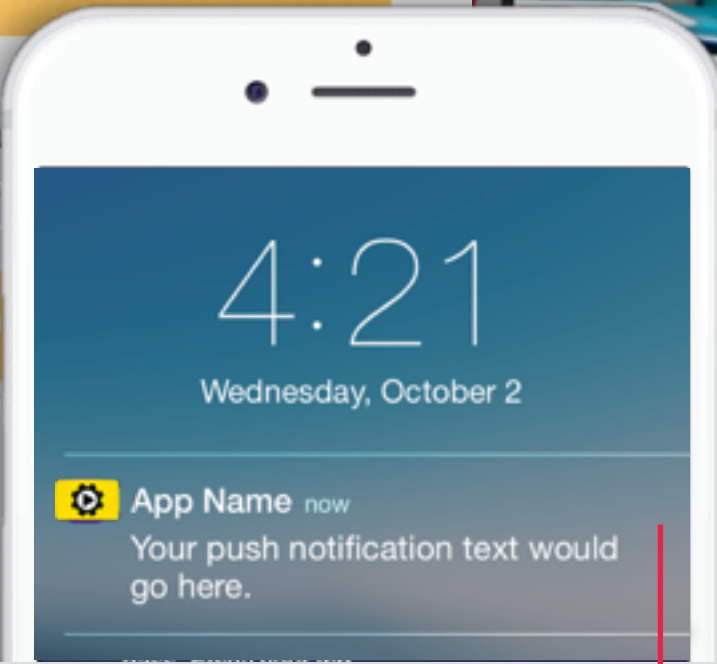
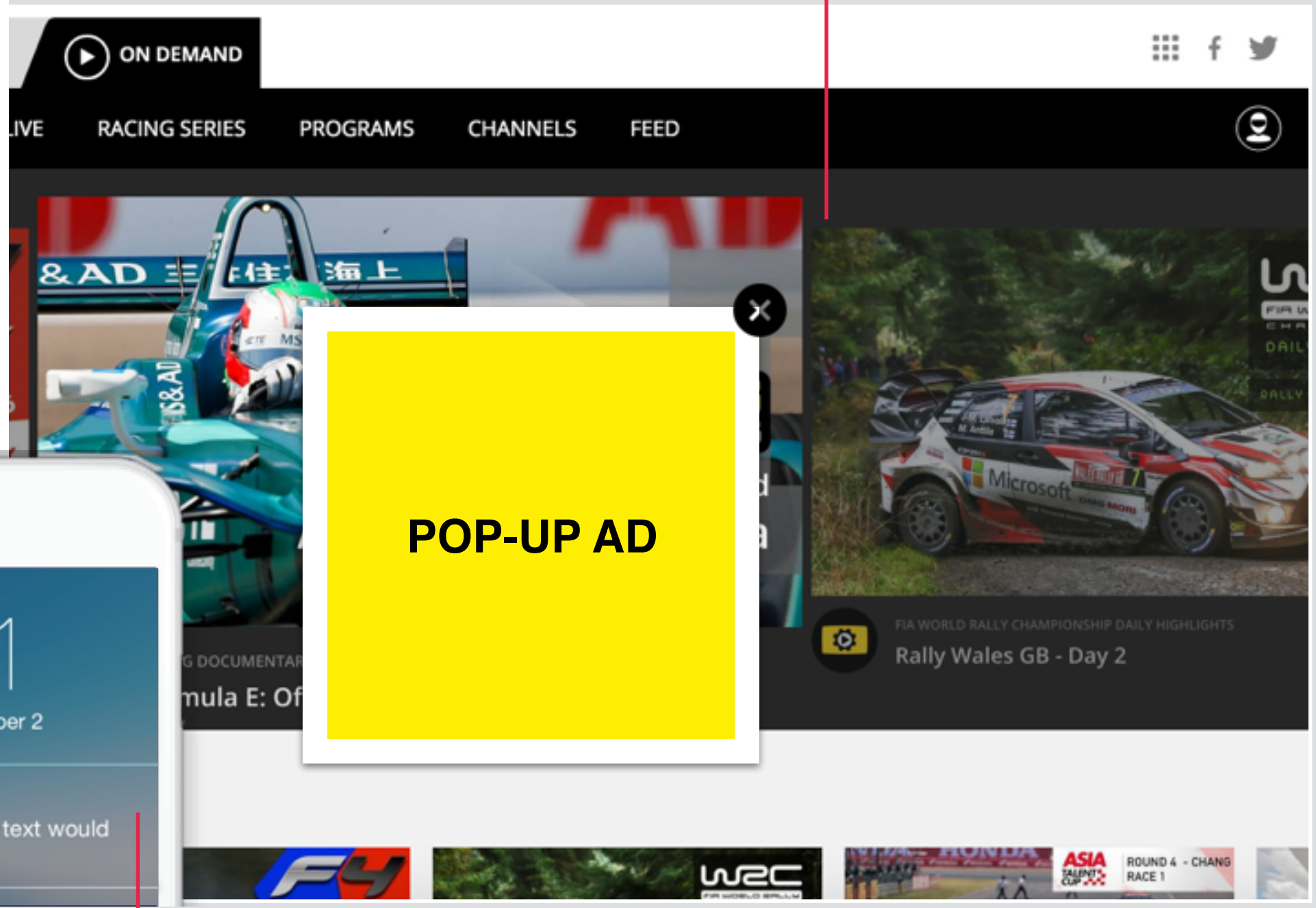


Test audience behavior through emails and social media ads

Educational: Notify users about change
 Promotions: Notify users about offers
 Preview: Create value for users using content



A/B Test: Comms impact on engagement



Remind users with great and timely content

SUGGESTED

Motorsport TV | A/B Testing



Newsletters with links to YouTube videos

(THEMED) NEWSLETTERS, CURATED CONTENT AND MORE

New Content Discovery
Offering motorsport fans content from outside Motorsport TV libraries

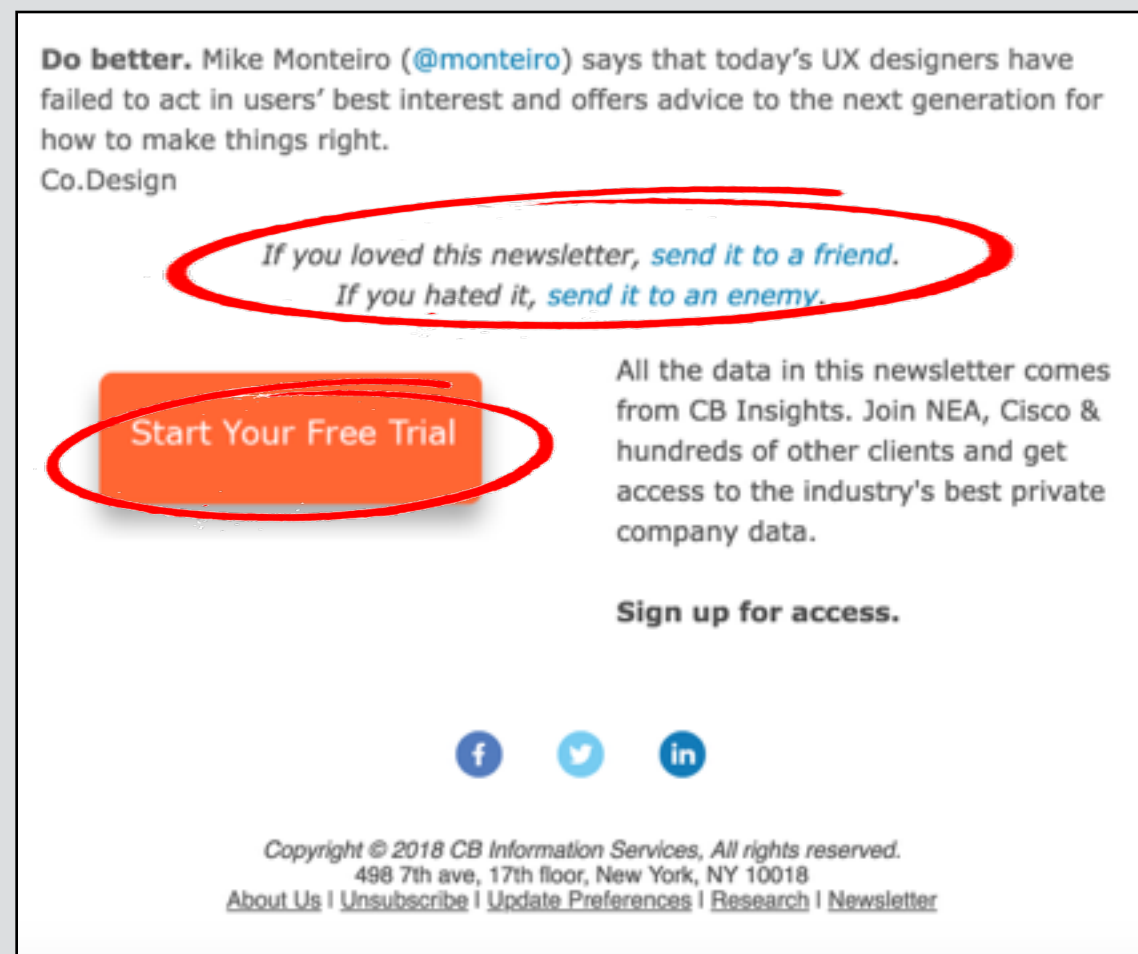
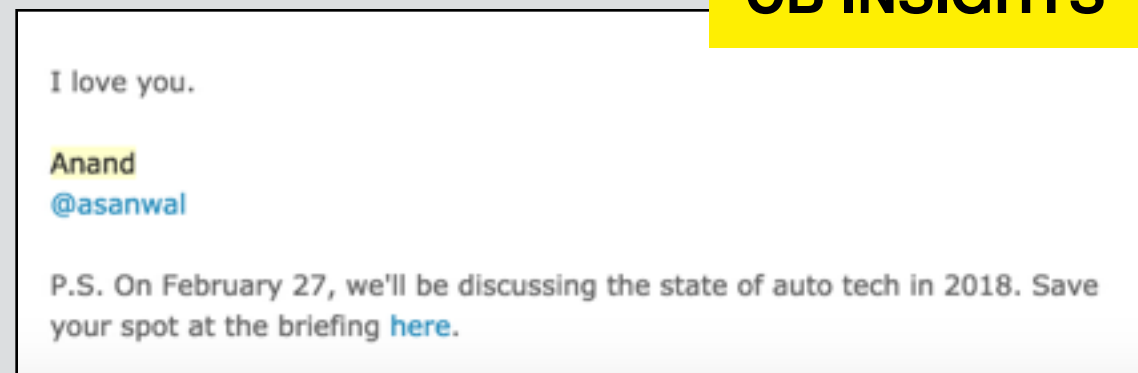
Content Licensing

Create a Face of the Brand just how CB Insights has with Anand Sanwal

Weekly Newsletter: What to watch out this week in Motorsport

Personalized Content

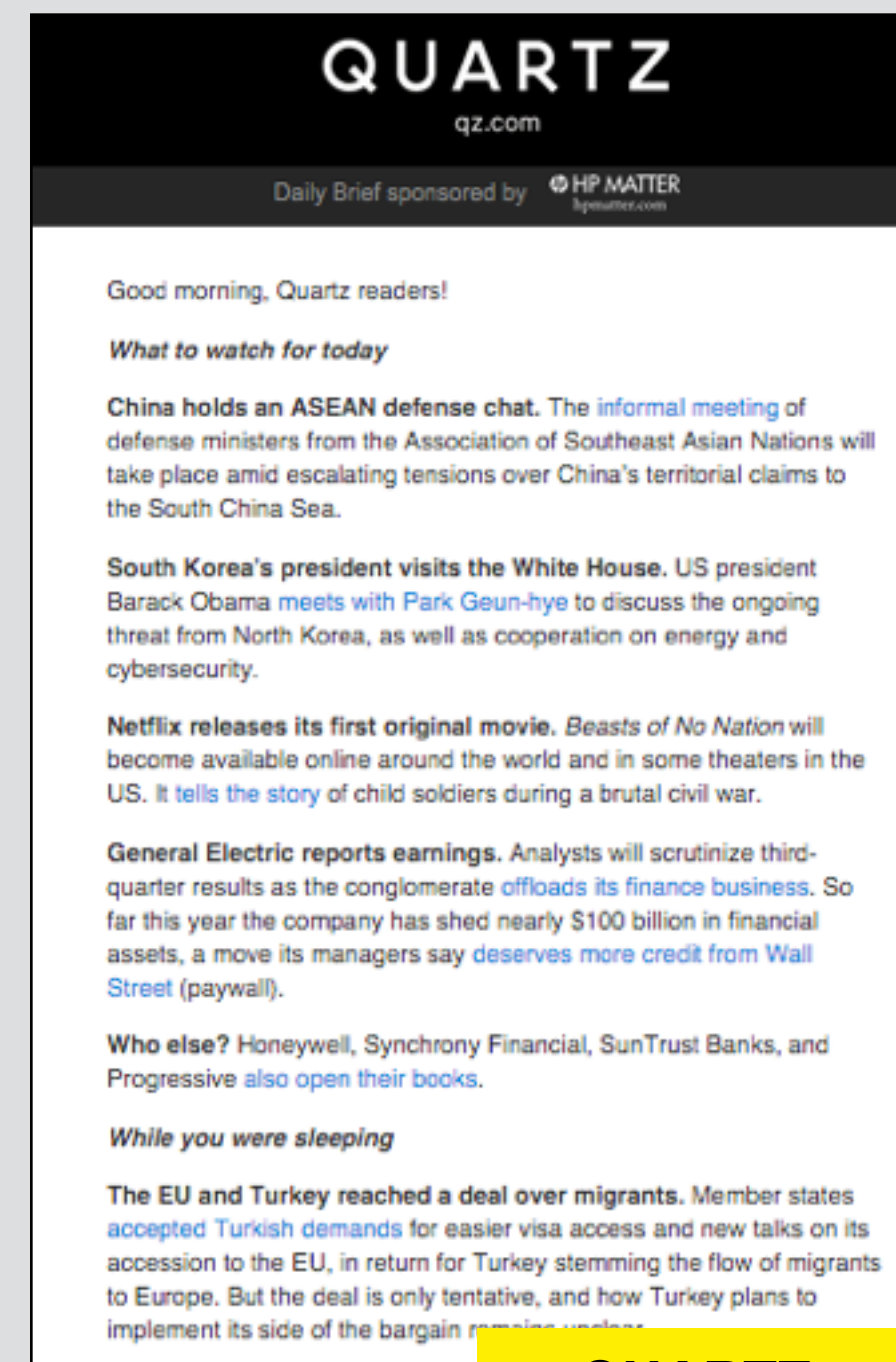
CB INSIGHTS



Promotional Newsletters

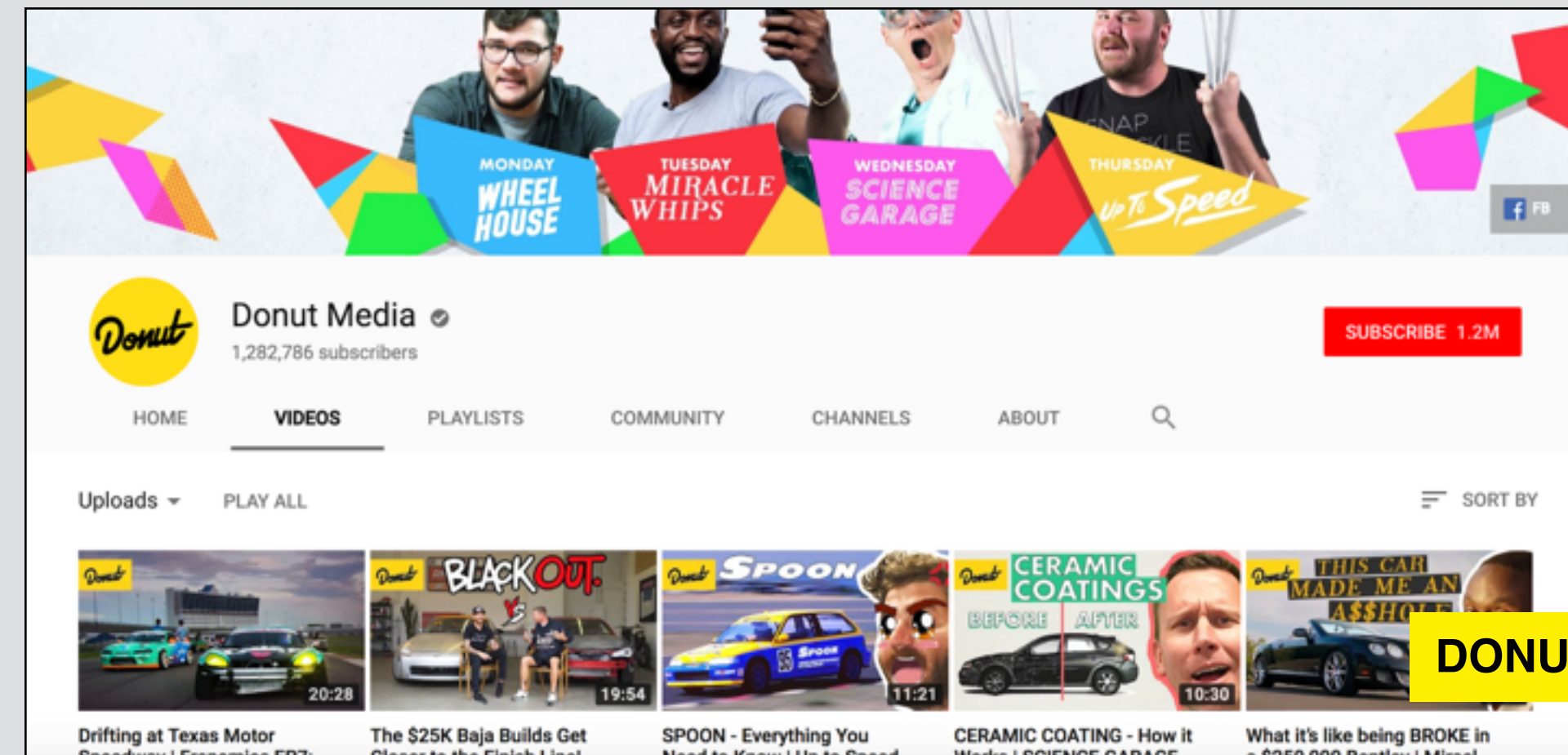
Mix humor with customer acquisition strategy

What To Watch For Today

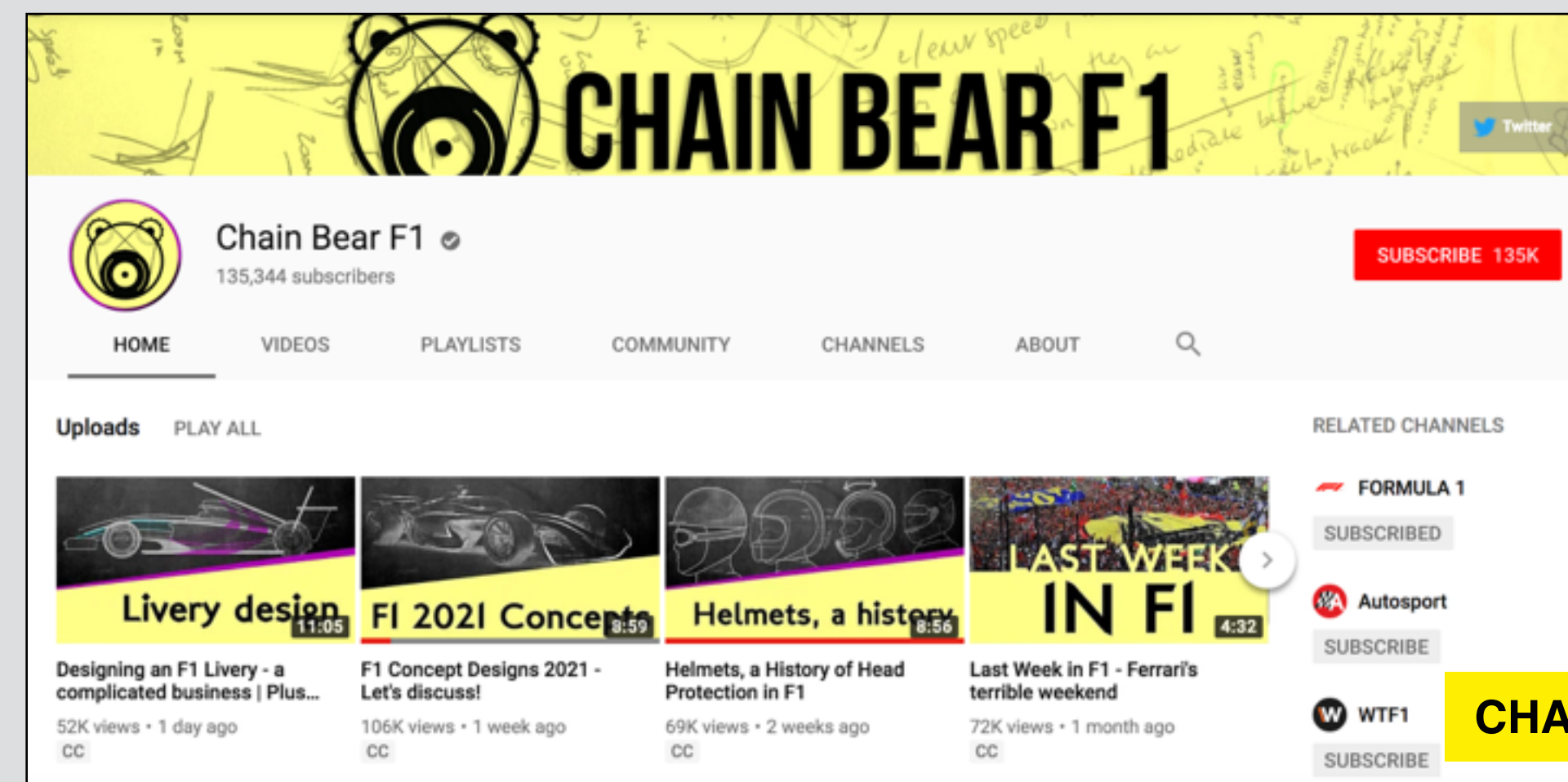


QUARTZ

CONTENT CURATION



DONUT MEDIA



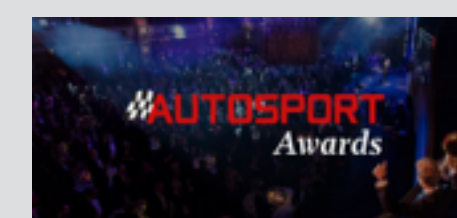
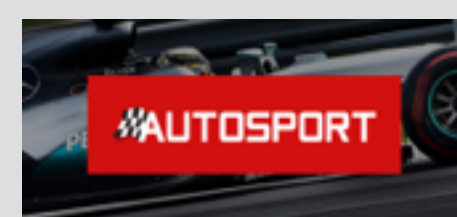
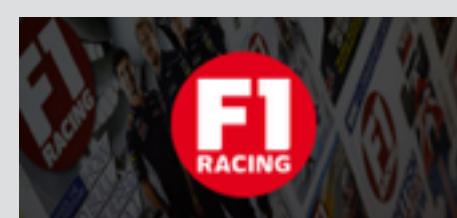
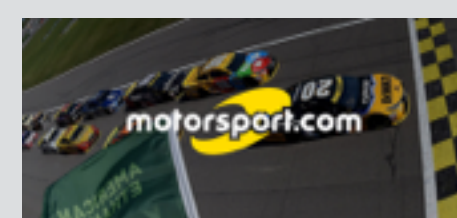
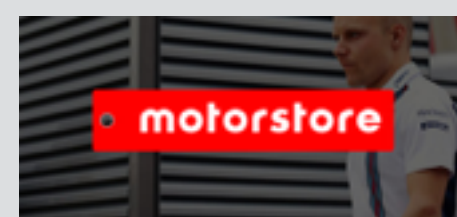
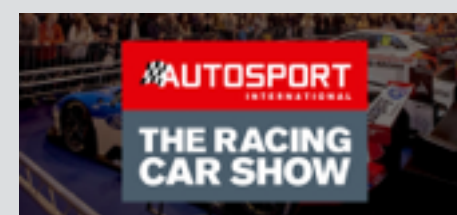
CHAIN BEAR F1

SUGGESTED

Motorsport TV | Cross-Platform Targeting

BRAND RECALL THROUGH CROSS-PLATFORM PROMOTIONS

OPPORTUNITIES

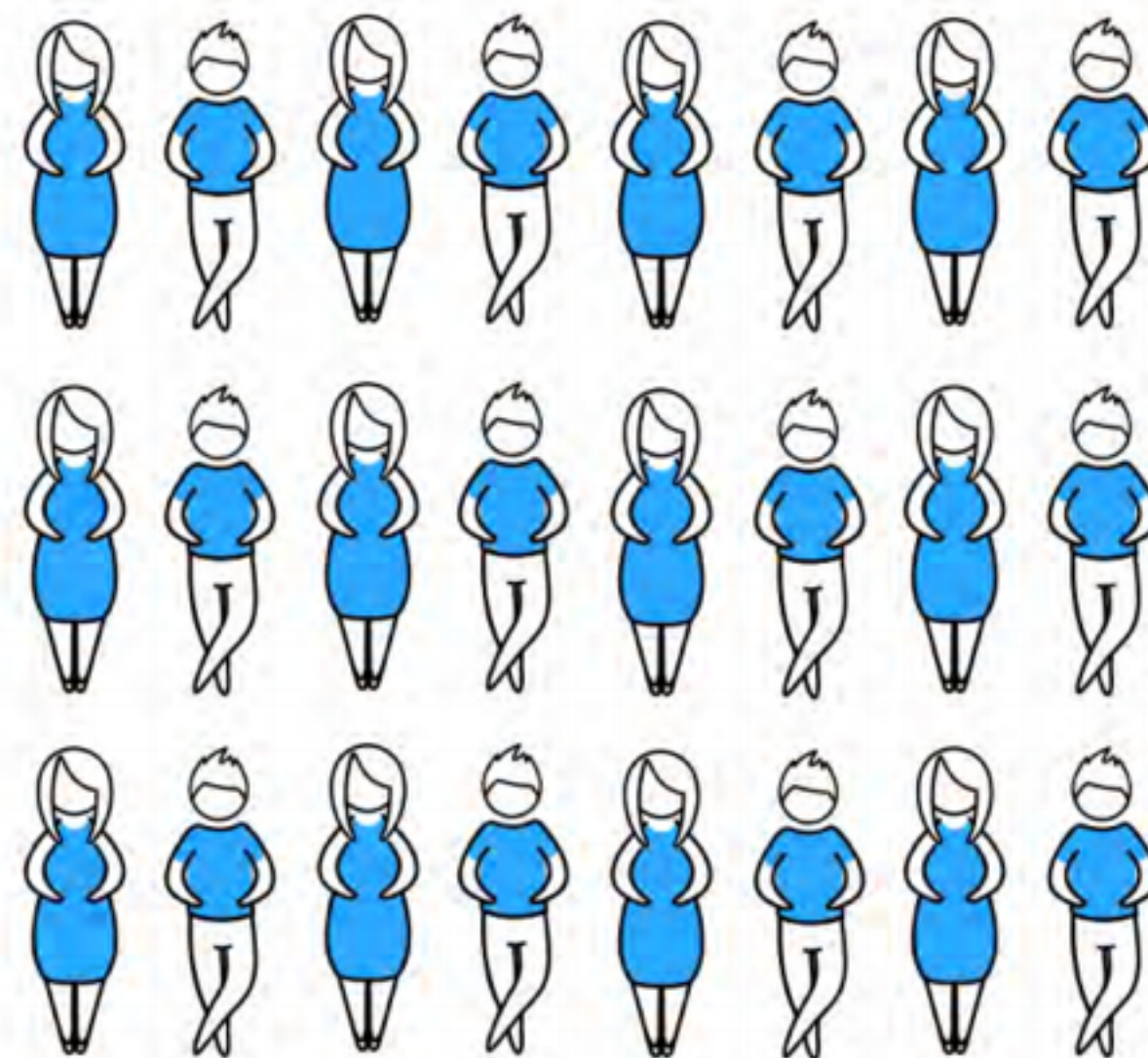


- **CROSS SOCIAL MEDIA PROMOTIONS:** Tap into motorsport fans from all brands and bring them to the top of the funnel
- **PODCASTS AND OTHER PRODUCT OFFERING:** Promote products within existing assets and educate/up-sell to audiences
- **SURVEY:** Survey audiences and measure brand recall on Motorsport TV's YouTube channel (survey before video)

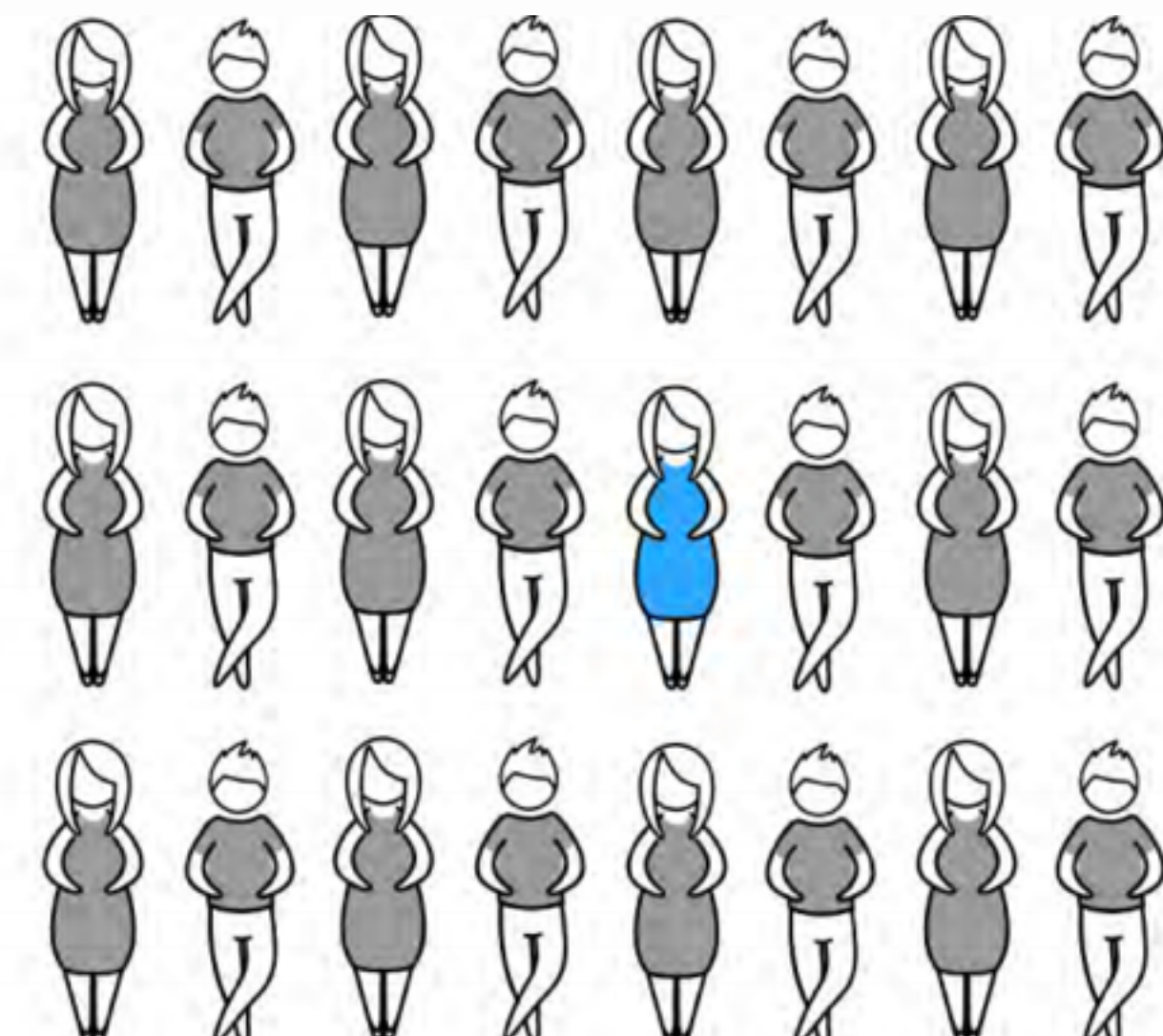
MICRO-SEGMENTATION UNLOCKS ENGAGEMENT

More engagement

UP-SELL CAMPAIGN
ON FACEBOOK



TRADITIONAL SEGMENTS
PURCHASED PPV



SEGMENT OF ONE

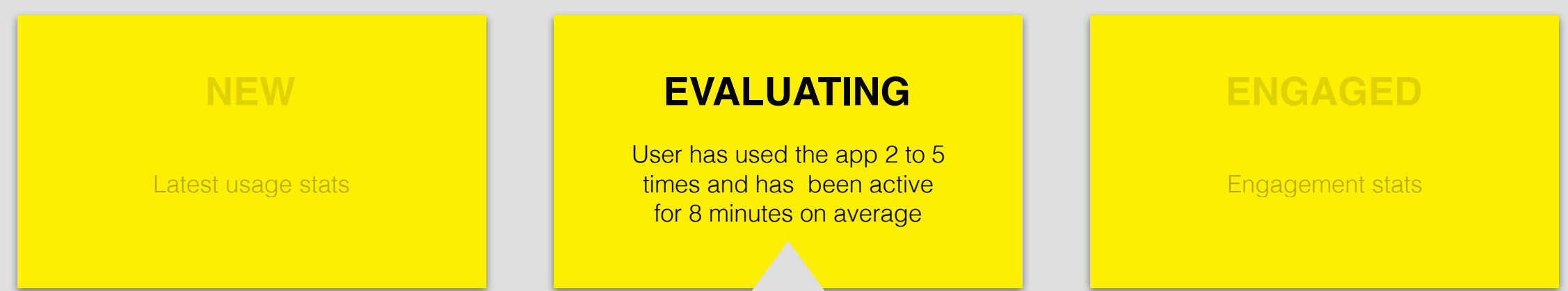
Viewed 4 Super Formula Live Racing events
in the last 12 months and watched preview
or promo trailer twice in the last ten days



Motorsport TV | Behavioral Segmentation

NURTURE HABITS WITH NEW USERS BEFORE, DURING AND AFTER THE TRIAL PERIOD

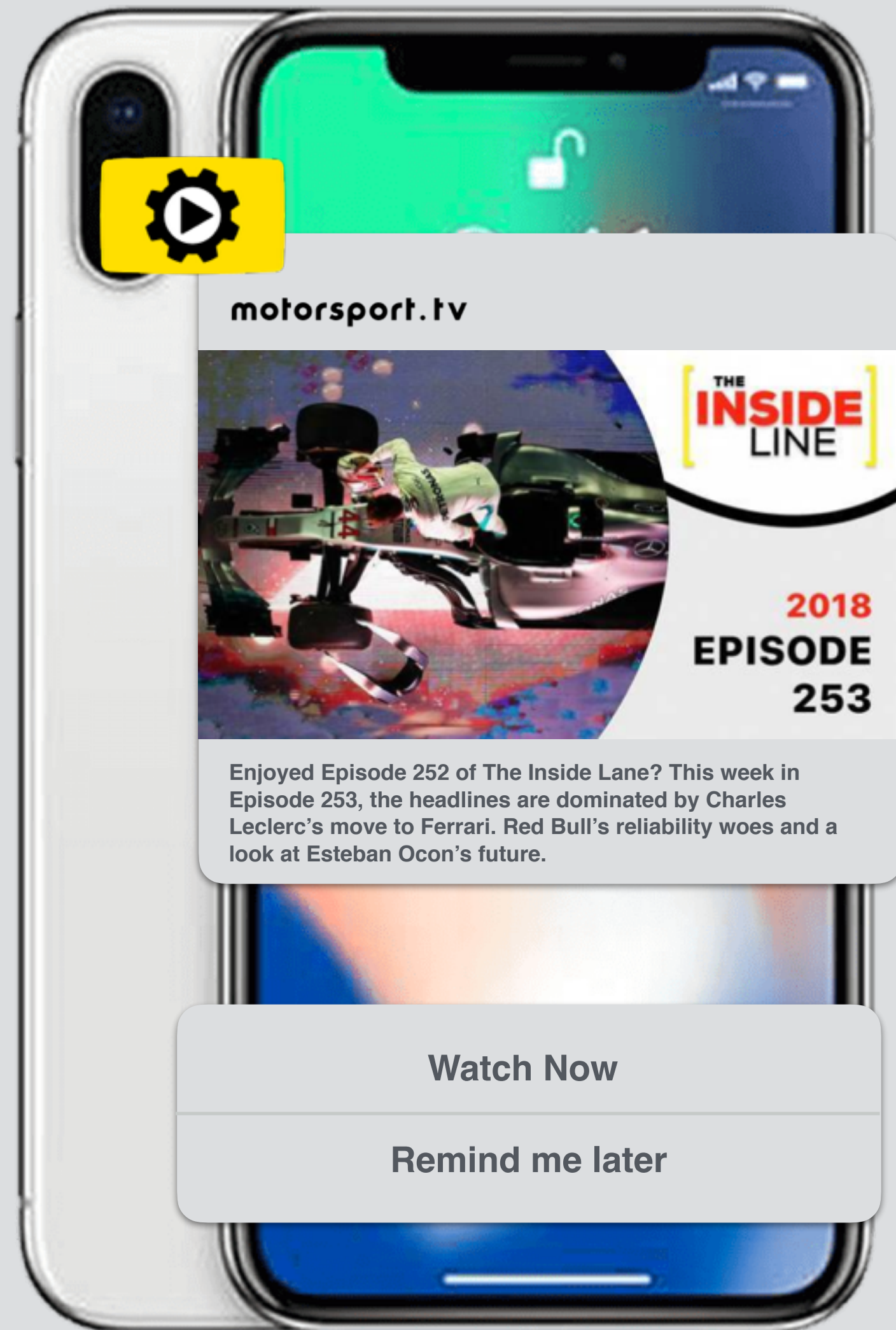
Active User Targeting through AI



+200% MAU
+19.4% in viewing time
+4.2% videos streamed
+5.5% videos shared
+39.4% videos completion rate

User Analytics and Artificial Intelligence

Inactive User Targeting through AI

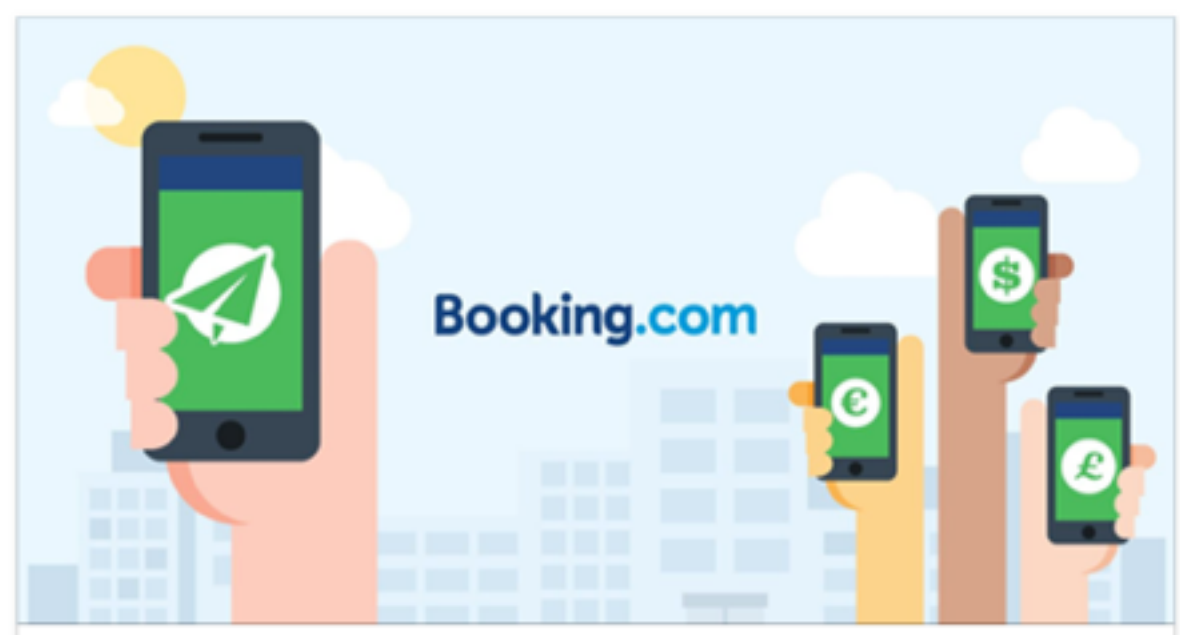




Motorsport TV | Learning From The Best

ATTRACTING NEW CUSTOMERS USING ADS

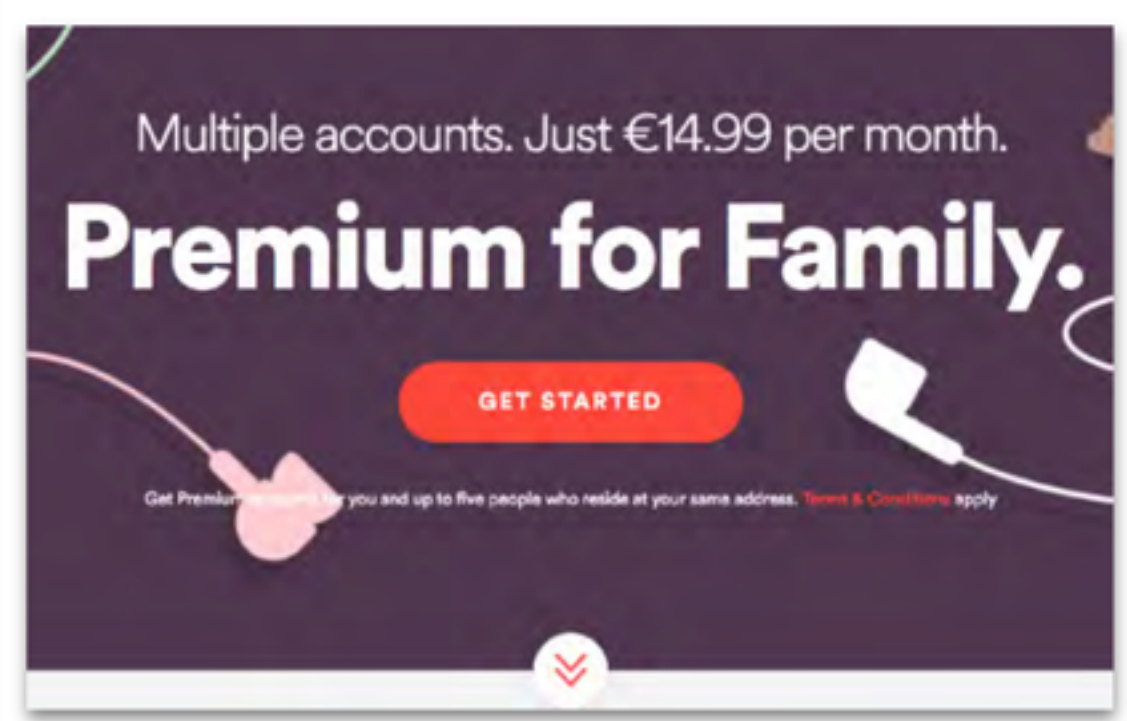
ADVOCATE AND DELEGATE



Refer a friend. Earn £15.
Simply share your unique booking link to your friends. Once they book and stay, you'll both rec...

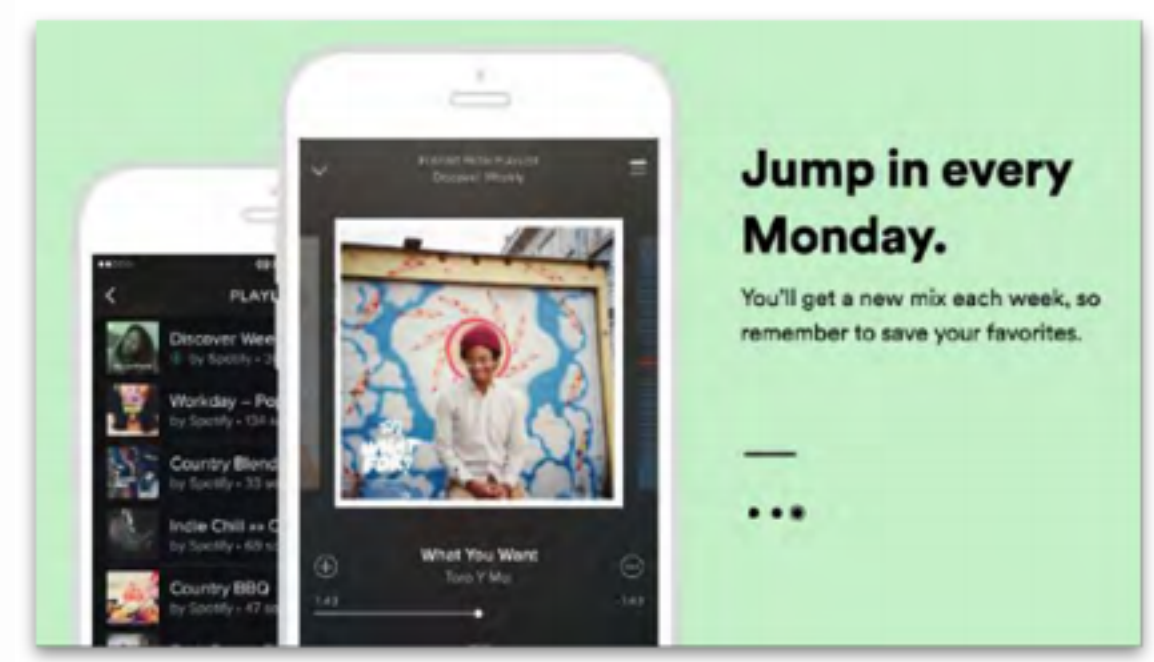
- Offer referrals to boost sign ups

INCENTIVIZE SIGN UPS



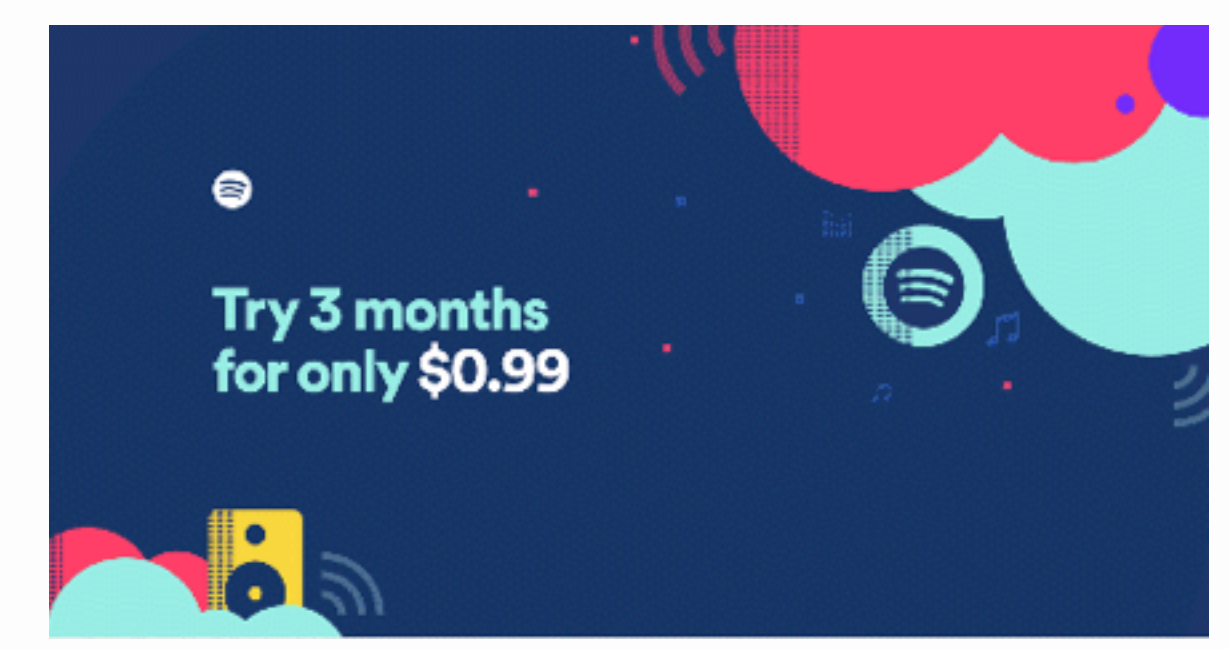
- Redefining the pricing strategy
- Incentivize multi-sign ups

EXCLUSIVE DAILY SPECIALS



- Curate exclusive member-only content to drive acquisitions and retentions

OFFERS AND DISCOUNTS



Source: Spotify
Spotify Churn = 5.5 per cent

- Using analytics and insights, offer 'shoppers' discounted packages



Motorsport TV | Think Outside Traditional Partnerships

EXAMPLES OF ENGAGING FANS ACROSS DIGITAL MEDIA

MOTORSPORT FANS INTEREST LEVELS IN ...



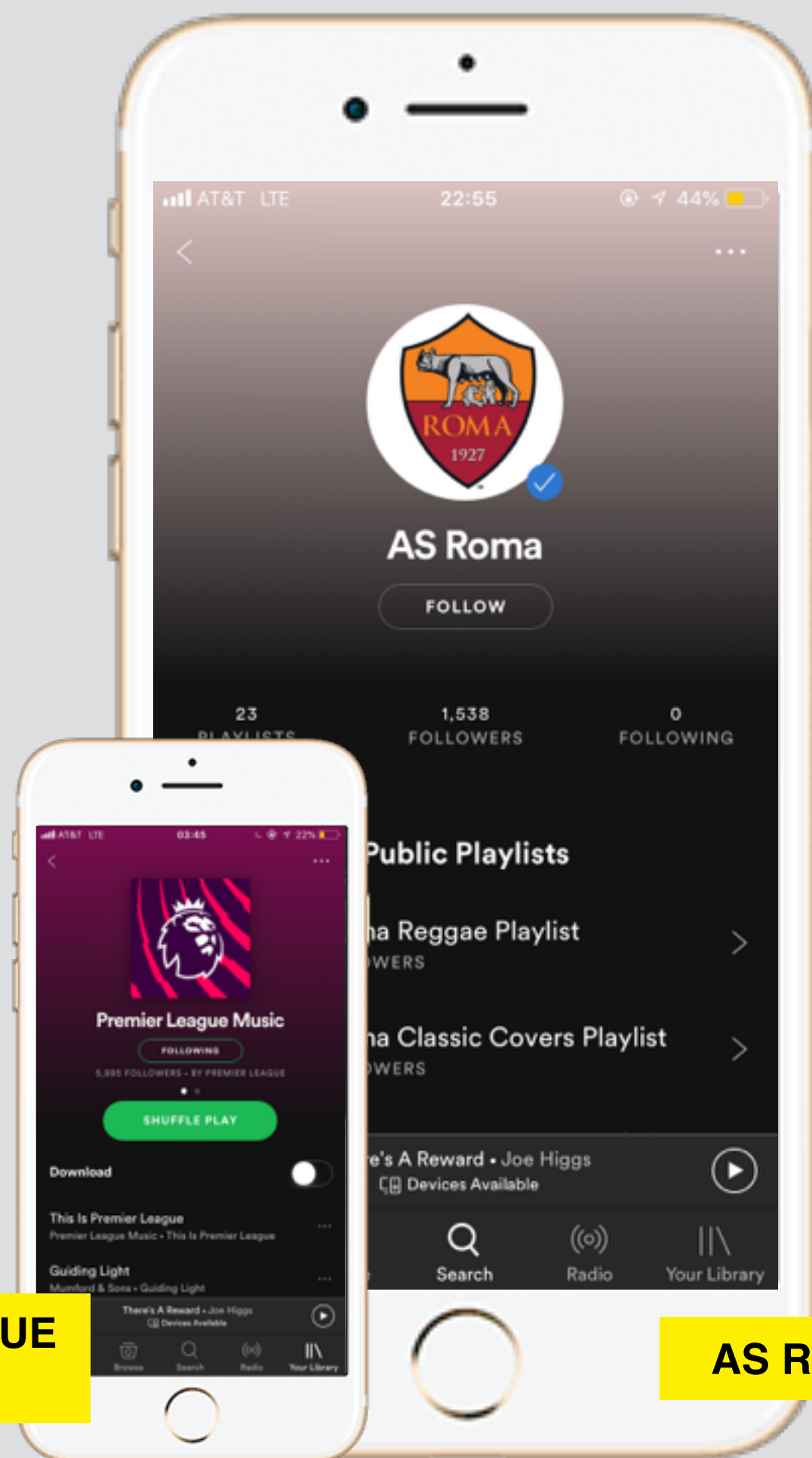
84% MUSIC IN GENERAL

70% FOOD FESTIVALS

69% ART AND CULTURE

69% ATTENDING MUSIC FESTIVALS

PREMIER LEAGUE ON SPOTIFY



AS ROMA ON SOUNDCLOUD



Leverage insights into fan interests

Engage fans outside traditional media platforms

Partner with Motorsport influencers and offer fans new engaging content that's easy to create, share and track



SUGGESTED

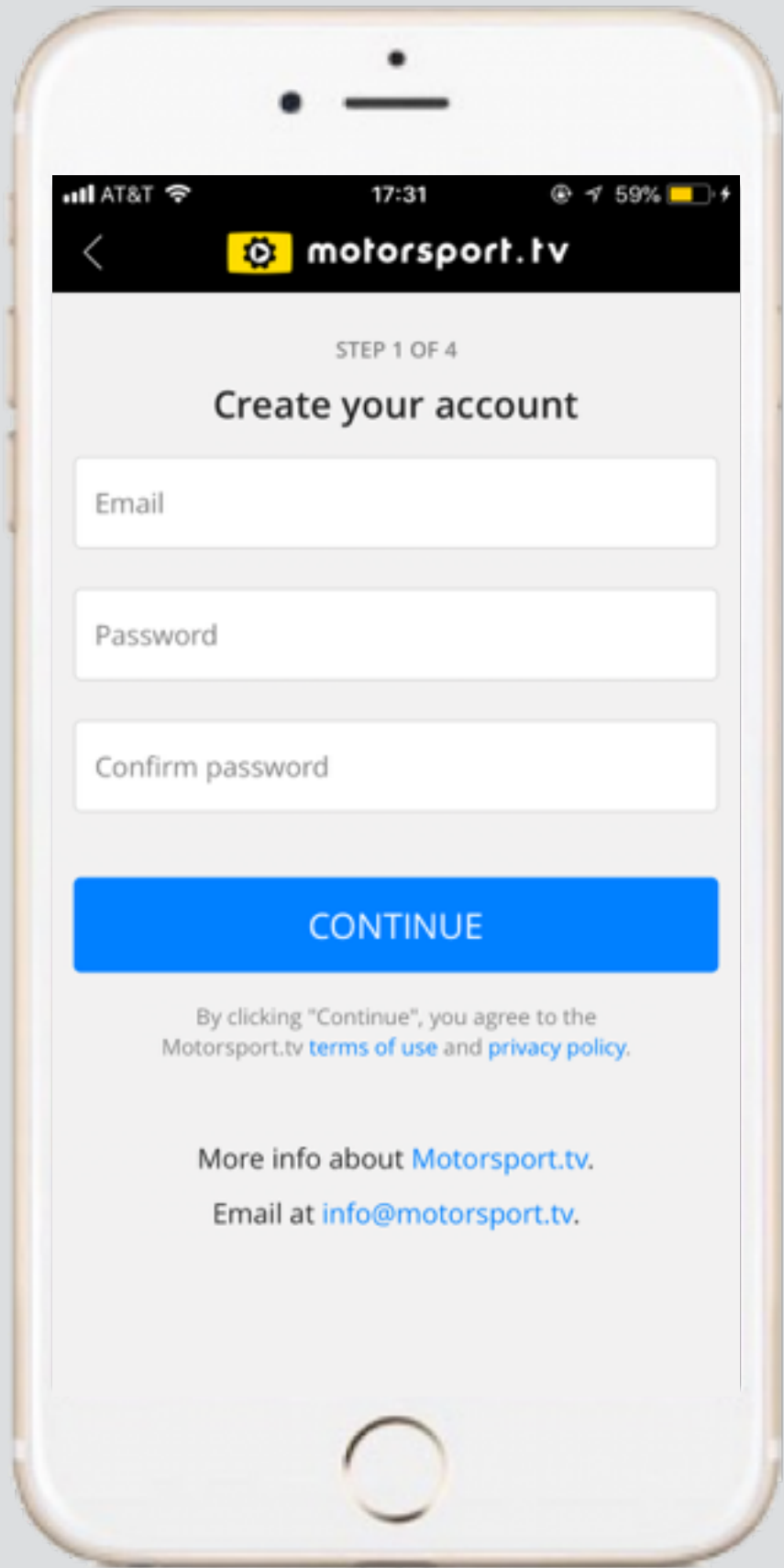
Create Race Day playlists or driver curated playlists



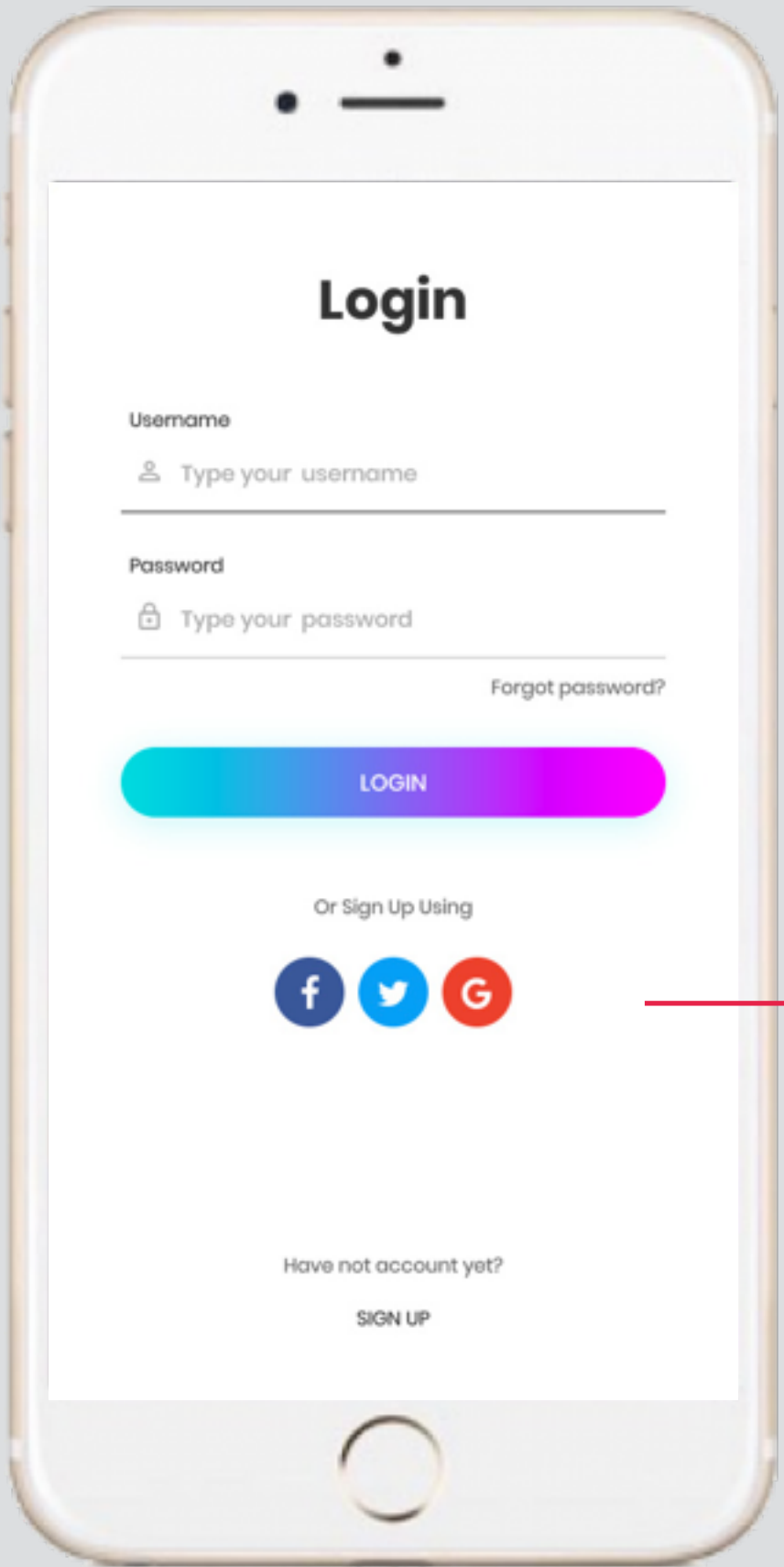
Motorsport TV | UX As A Value Driver

USER EXPERIENCE PLAYS A CRUCIAL ROLE IN CUSTOMER ACQUISITION & RETENTION

FOR INSTANCE: SIGN UP PAGE ON THE APP



VS



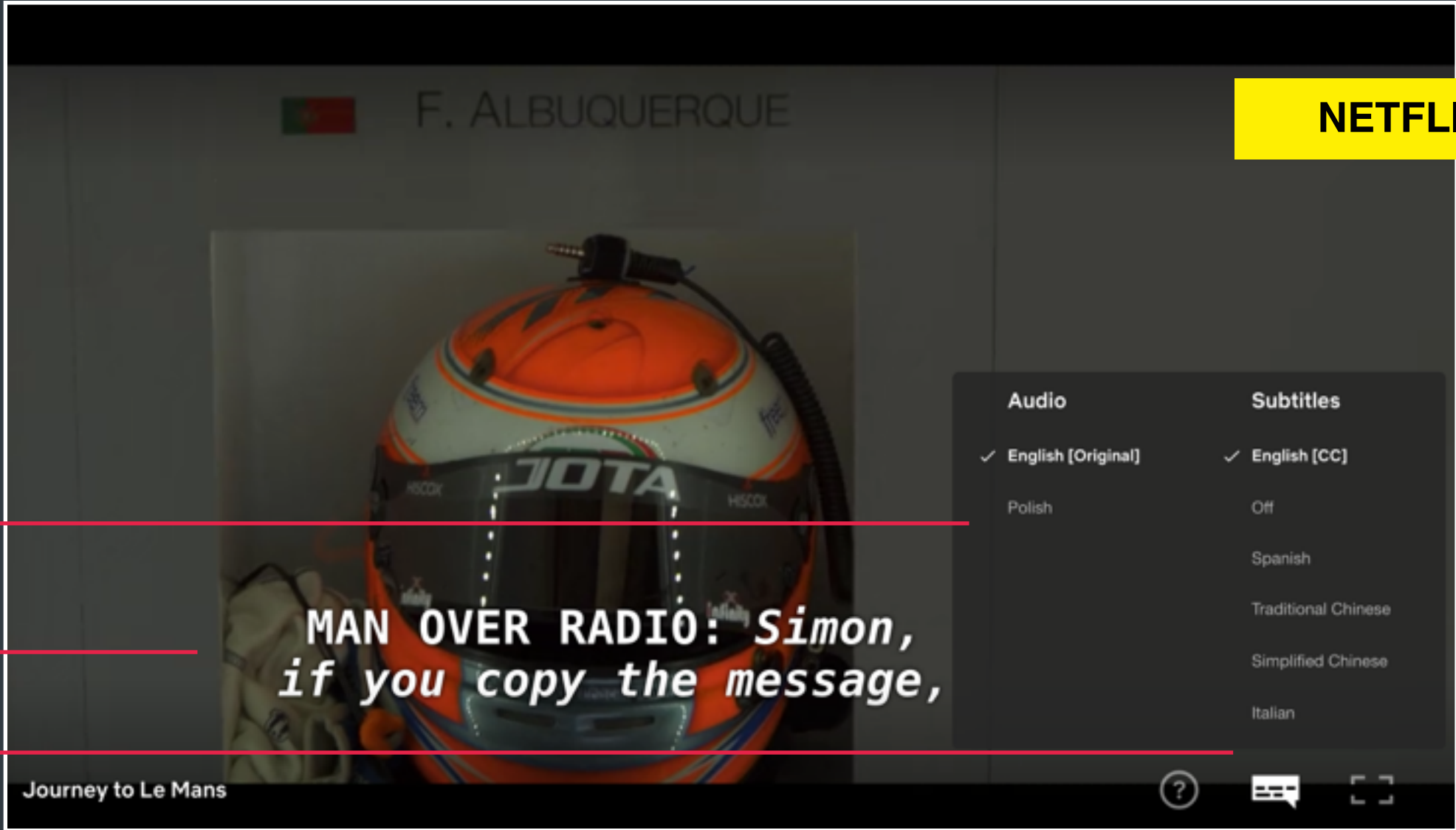
Ease of signing up

Motorsport TV | UX As A Value Driver

COMPETITION IS EVERYWHERE, THE STANDARDS HAVE RISEN

MAPPING CUSTOMER JOURNEYS

INCORPORATING SUBTLE CHANGES TO FEATURES IMPACTS UX ESPECIALLY DURING THE INITIAL DAYS OF THE TRIAL



Multi-language subtitle

Subtitles on content

Multi-language option



None



ROADMAP GOING AHEAD: FOCUS POINTS

