



Televisa

Televisa, the most important media enterprise in Latin America, has the goal to provide the most relevant content with top quality for all their audiences. One of the top Television product they offer is the live broadcast of world-class sports events, such as Soccer, Basketball, Football, Baseball, boxing, and motoring.

To go further from their top broadcast experience and keep balance with the quality of their products, Televisa Deportes was seeking a new way to connect with their audience and sports fans during the broadcast they provide, searching to interact and create a bond with them. They were interested, to receive from their audience in real-time; comments, know their opinion, share their experience on images, identify the biggest fans and reward their interest with prizes.

In hand with Social Hub technology, Televisa Deportes implements on their site the new portal: "Play On TD", this platform was composed of 5 of our interactive modules available for their audience on every sports broadcast. With this social platform, Televisa made available for their audience social and interactive polls, a real-time gallery with all the fans photos, and also contests to give away shirts, tickets, caps, and many more gifts in exchange of fans interaction; tweets and positive branding.



- MX League
- MX Cop
- America Cup
- Eurocup
- NFL
- Confederations Cup
- MLB
- Grand Prix FI
- Boxing

In this way, Televisa Deportes achieved in the course of 2017 that more than 300 of their broadcast offer this social an interactive second screen with the participation of their viewers, adding value to their experience of following and cheering for their favorite teams and athletes.

SUCCESS BY THE NUMBERS

As result of this efforts, Televisa Deportes presence in Social Media, as well as their interaction with their followers, grow in a substantial way. More than 48,000 fans participate on their contest, other 15,000 show their sports knowledge participating in polls, also, @TD_Deportes received 300,000 comments. Thanks to this alliance between KarmaPulse and Televisa Deportes, sports fans became part of the broadcast and not only a witness.

THEIR PUBLIC INCREASED SUBSTANTIALLY

48,000

fans participated in contest

15,000

demonstrated their sports knowledge

300,000

comments recibed @TD_Deportes