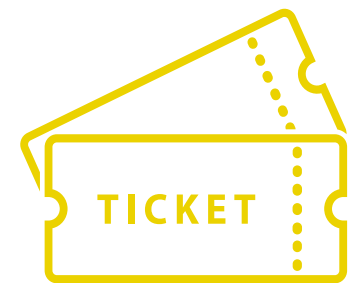




Audience Engagement

Enabling enhanced Data and AI
insights for events and sponsors

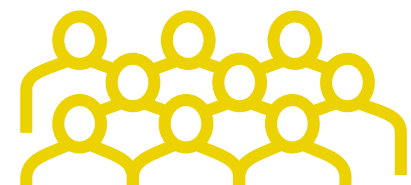
What are the **problems** Filmily is addressing?



Only a small % of a fanbase ever makes it to an event: How do you connect with global audiences and make them feel closer to the experience?



Maximising fan experience: How do we connect with fans inside the venues and give them a more personal experience?



Who are your fans: How much do you really know about your fans inside the stadiums and as importantly, what if anything do you know about your global audience?

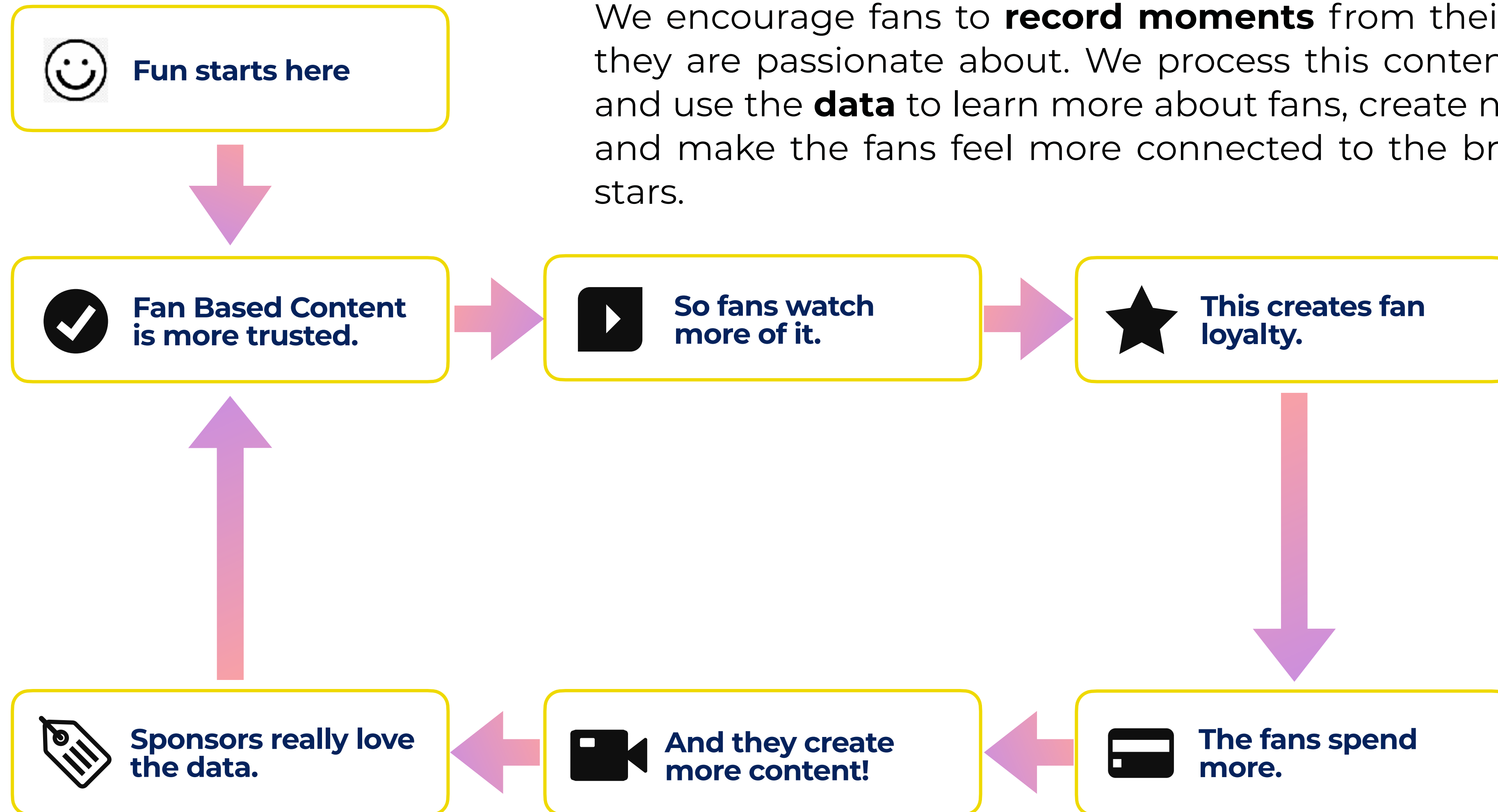


Sponsor Value: How do you continue to provide increased sponsor value to your commercial partners?

Digital technology is unlocking unprecedented opportunities for growth in the sports industry, offering the potential to draw fans closer through innovative and customised experiences.

About Filmily

We encourage fans to **record moments** from their time with the event they are passionate about. We process this content with our **AI** engine, and use the **data** to learn more about fans, create niche branded content and make the fans feel more connected to the brand, event, team and stars.



“Digital fan engagement will become indispensable – and could offer a roadmap for up-levelling brand loyalty”- WPP



Filmily Platform



Filmily is a **patented AI** SaaS based Fan Engagement Platform. We have a number of services to engage fans & make them **feel closer to the event/team/artist/brand**.

- © **Fan of the Match:** a digital video wall, which zooms into a single fan.
- © **Digital Mementos:** An image, with the fans details 'burnt' in, proving they were at or watching the event.
- © **Scrapbooks:** A short form video which is a mash up of fan content, stock footage, match stats, player messages and more.
- © **Personalised content:** content for each fan, with them as the star.
- © **Data / Reports:** more insights into your fans than previously known.



Filmily Data & AI



We collect fan data while they record: **75 data points** & it's **frictionless**.

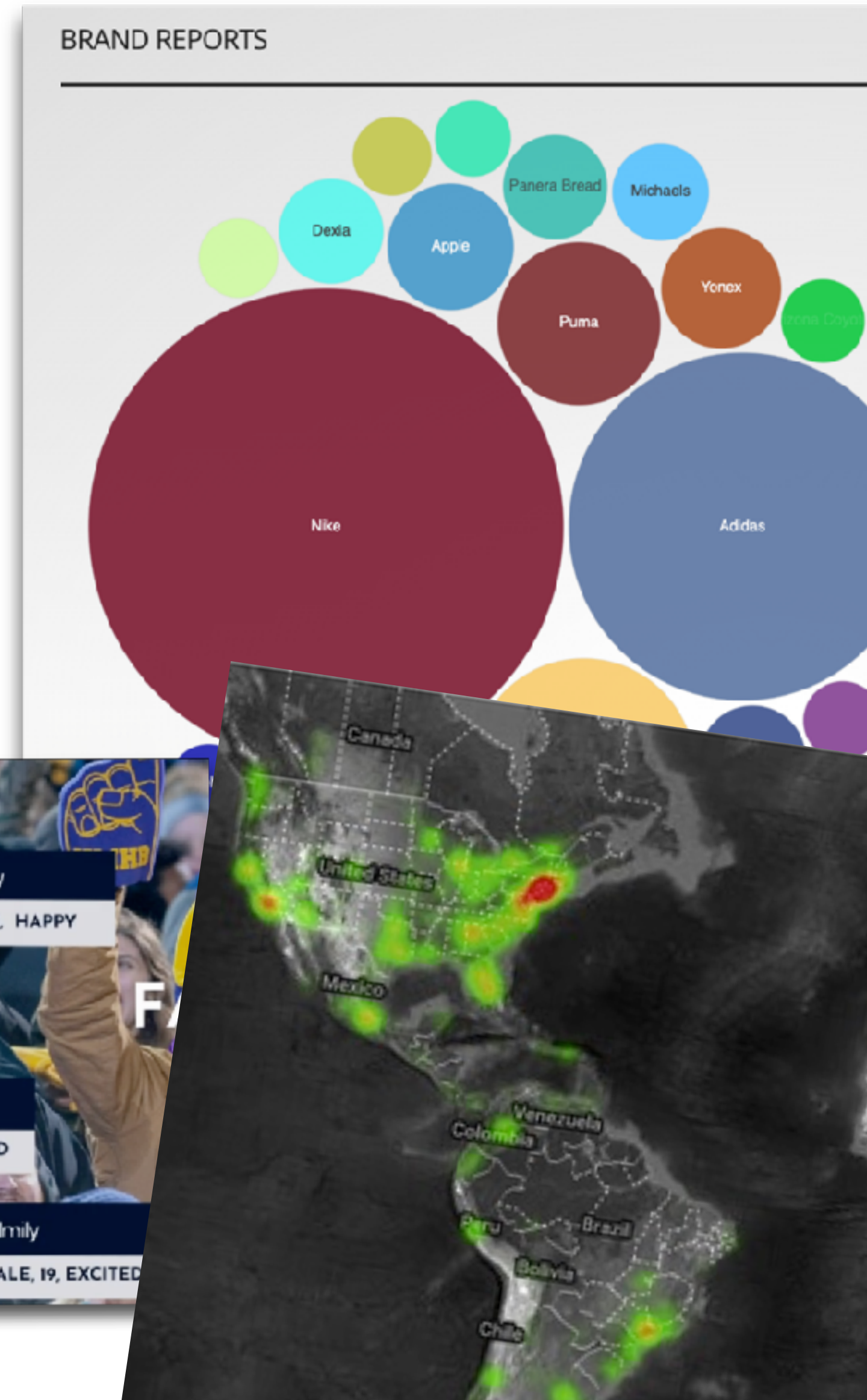
🕒 **AI Data** - we use AI to learn what the fan saw through the lens. We automatically tag every second of every piece of content

🕒 **Faces** - For every face, we learn **gender, age** and **location**

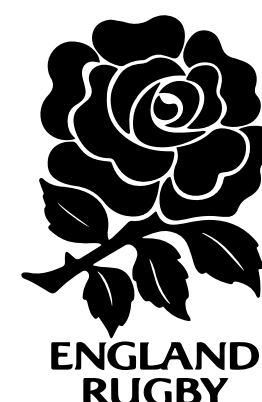
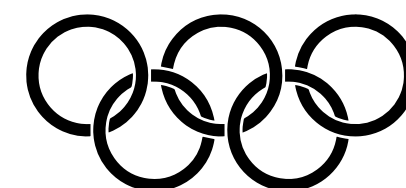
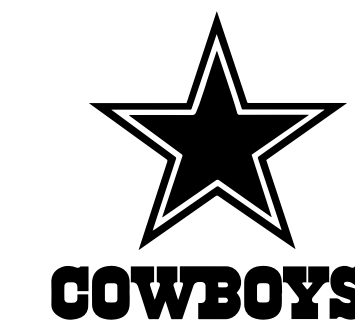
🕒 **Brands** - We know what brands are there e.g. clothing logos

🕒 **Handset Data** - Type of handset they are using & where

Real-time dashboard, for **insights** into geographic **hotspots**, enabling feedback and **targeting of activities & promotions** to given regions or demographics. The dashboard can zoom into individual users.



Customers we work with



Case Study - MAN CITY

Filmily was the fan engagement platform, for the historic Treble success in 2023. We went live at the final whistle for the Premiership, FA Cup and Champions League wins, while concurrently running an ongoing campaign on why fans 'Love This City'.

Successes

- © Seamlessly integrated into Man City 'Cityzens' App
- © 50%+ conversion
- © 388 Brands identified
- © Content from 130 countries



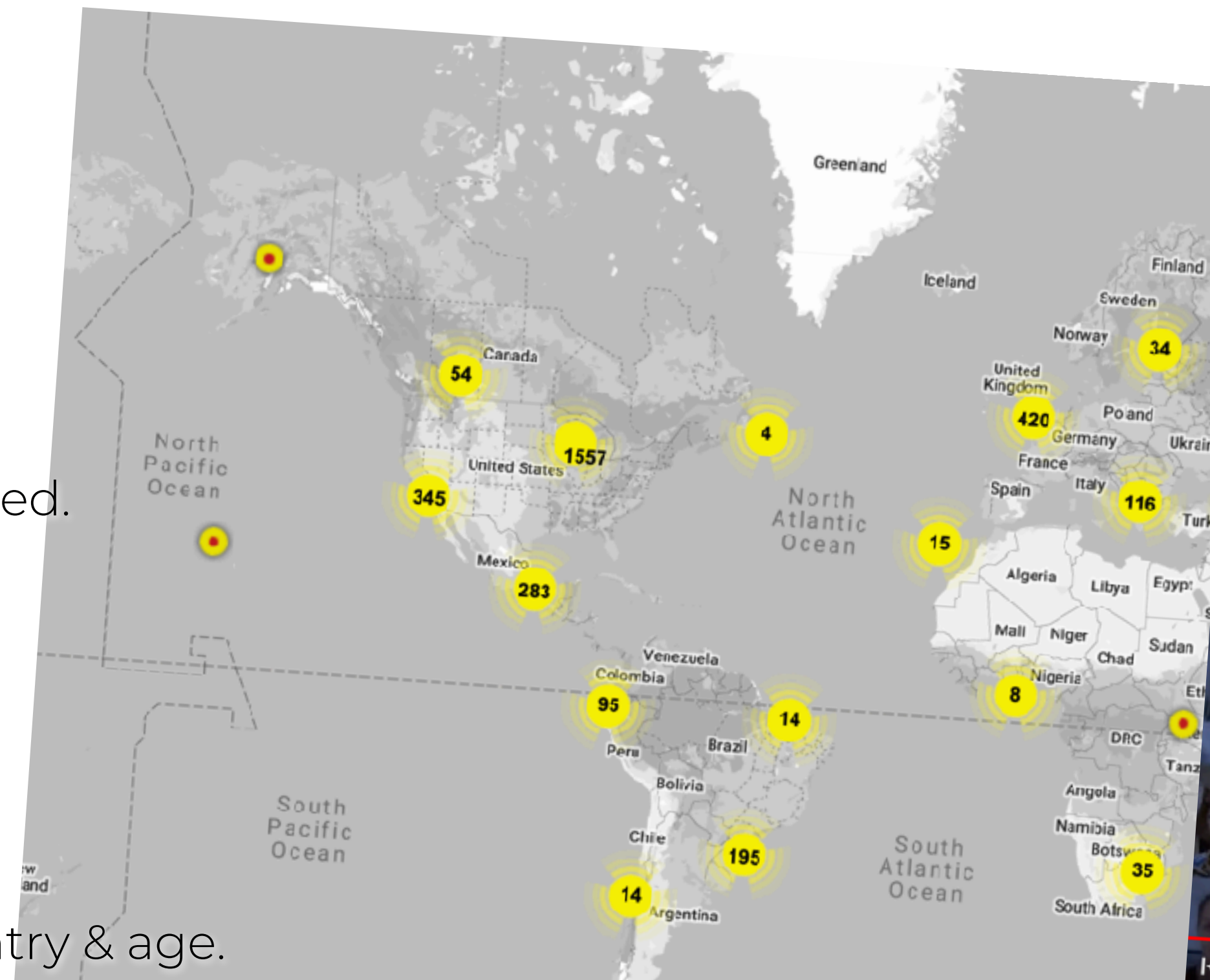


Case Study - USTA

Filmily was used for the duration of the USTA tournament in NYC. Fans were encouraged to record from home with a chance to be on the screens around the Arthur Ashe Court in Flushing Meadow. Filmily was integrated into the App developed by IBM. This was sponsored by American Express.

Successes

- © 35,800 videos received in 14 days.
- © 8,000 individual fan videos generated.
- © 309 Brands identified.
- © Content from 130 countries
- © Custom content generated by country & age.



Case Study - Coca Cola



Filmily was the fan engagement platform for the Coke - Music Venue Trust tour in autumn 2023 with the music artist Casey Lowry. Fans were encouraged to send in a selfie to enter a competition to win vouchers for future gigs.

Key Points

- © Filmily used its scheduling and location based technology to identify each gig.
- © Fans were messaged via an SMS with a link to the activation.
- © Each participant received a digital memento of the occasion relevant to each location
- © 39%+ conversion rate across the 2 months of gigs.

“At Coca-Cola we love the opportunity to engage with our consumers in many different ways - we see the Filmily Platform as enabling us to get closer to audiences, which provides a better experience for the fan as well as giving us greater insights into them.” Head of Sponsorships and Partnerships, Coca Cola.



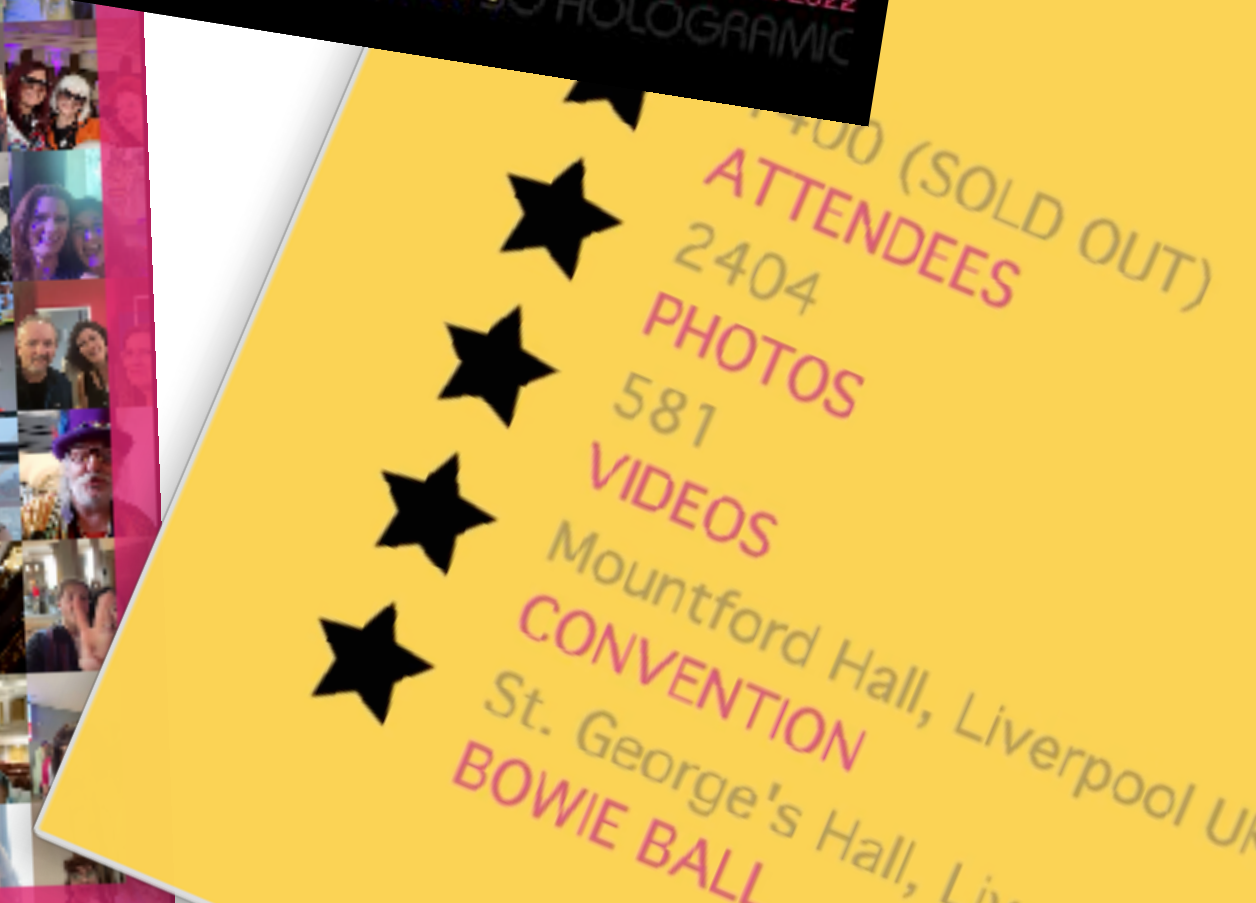
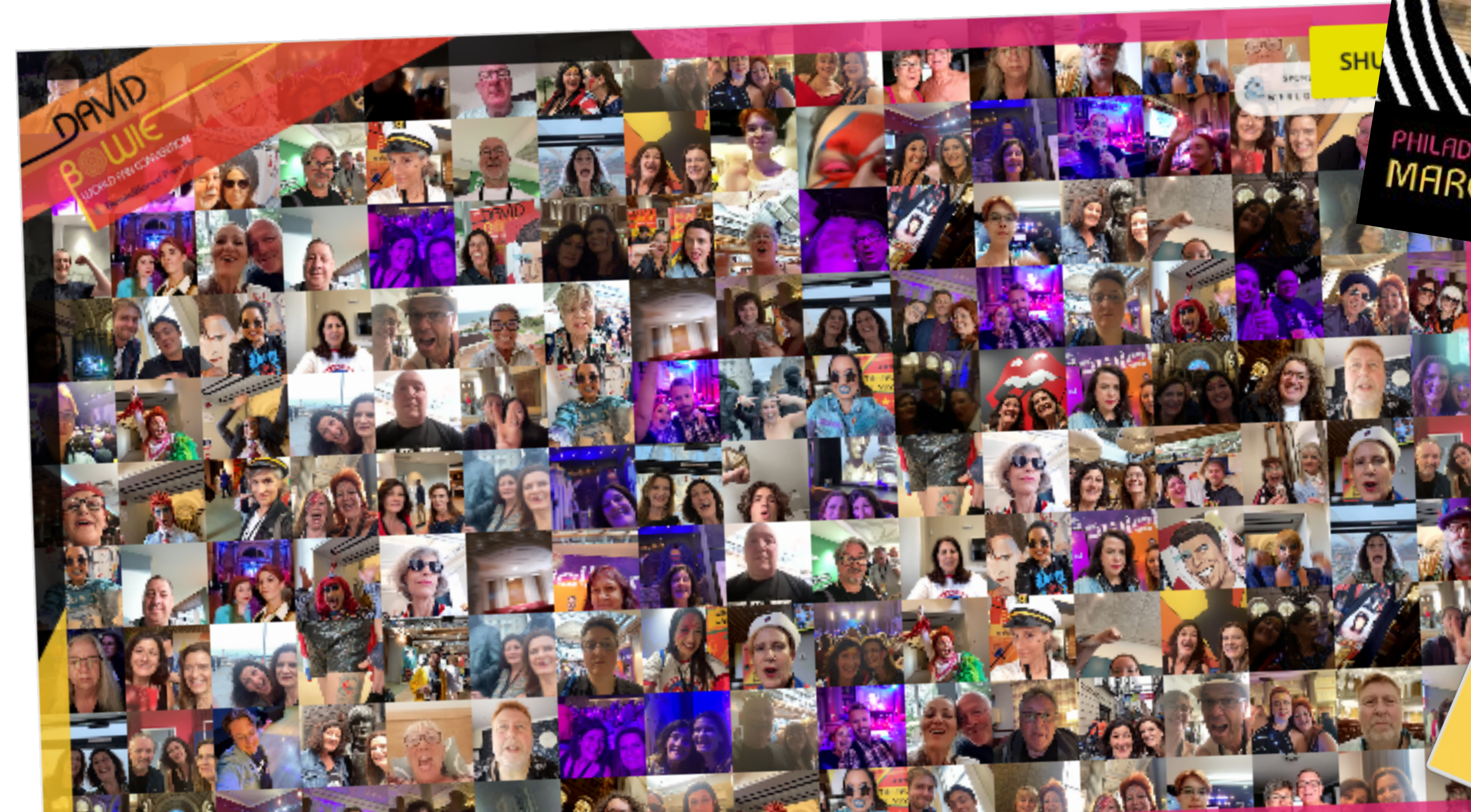


Case Study - David Bowie WFC

Filmily created a number of activations for the David Bowie World Fan Convention 2022 in Liverpool. We used our mosaic generation for venue screens, digital tickets for fans and our Story mode to create a scrapbook for fans.

Successes

- © 25% of fans used the App.
- © Content on screens constantly during event.
- © Custom content dependant if Fan was at event or remote.





YouTube links

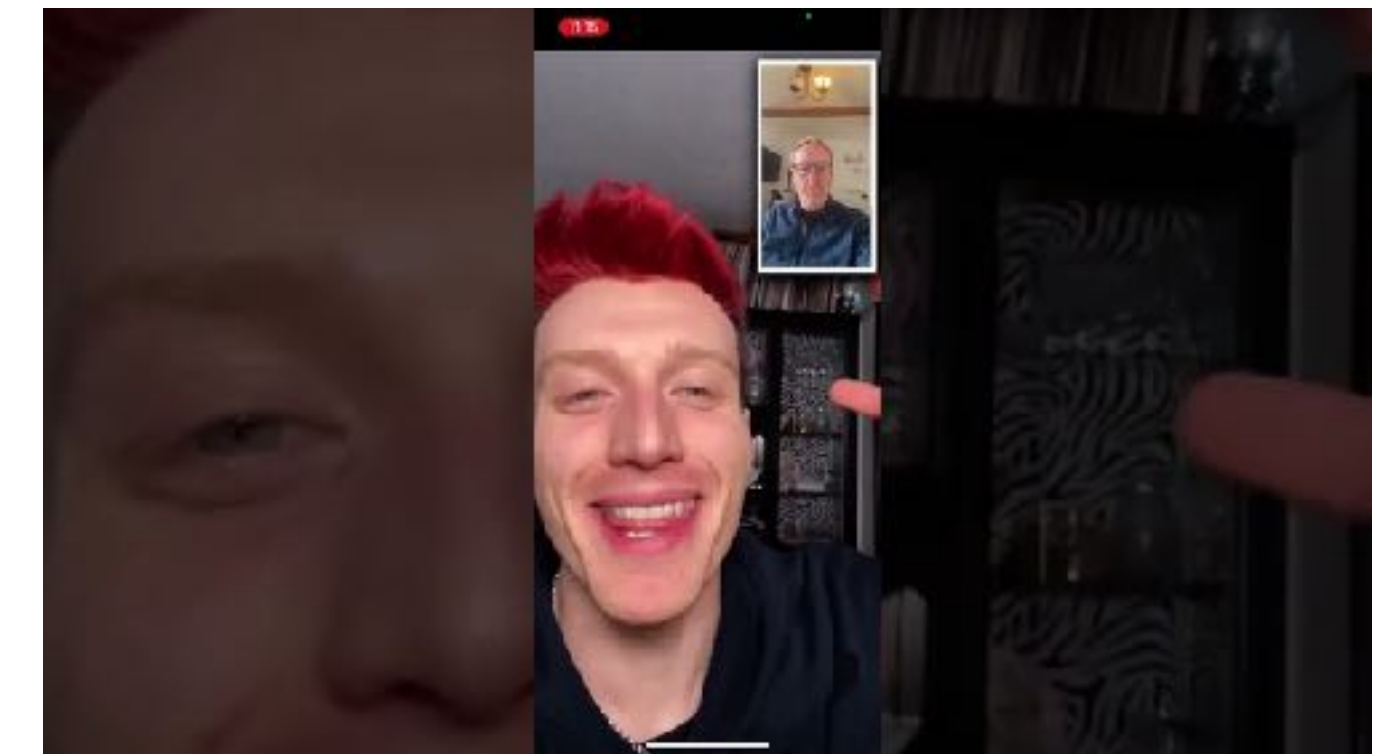
We have recorded a number of previous Filmily experiences and used a private channel to share them with you, please grab a cup of coffee and have a browse through these.

Click on the pictures to play.

Or look at the whole channel [here](#)



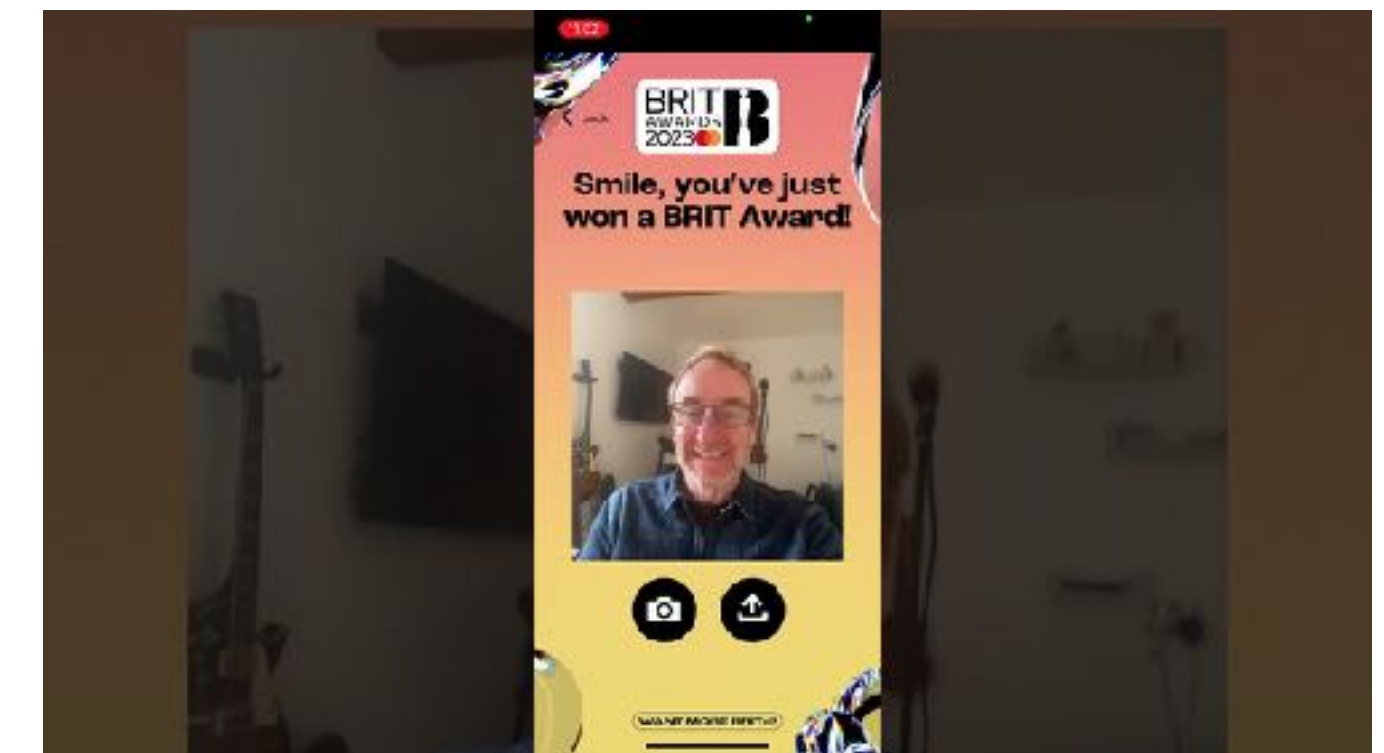
San Francisco 49ers Story



BRIT Awards 2023 Picture in Picture



Fan of the match - 1.FC Köln



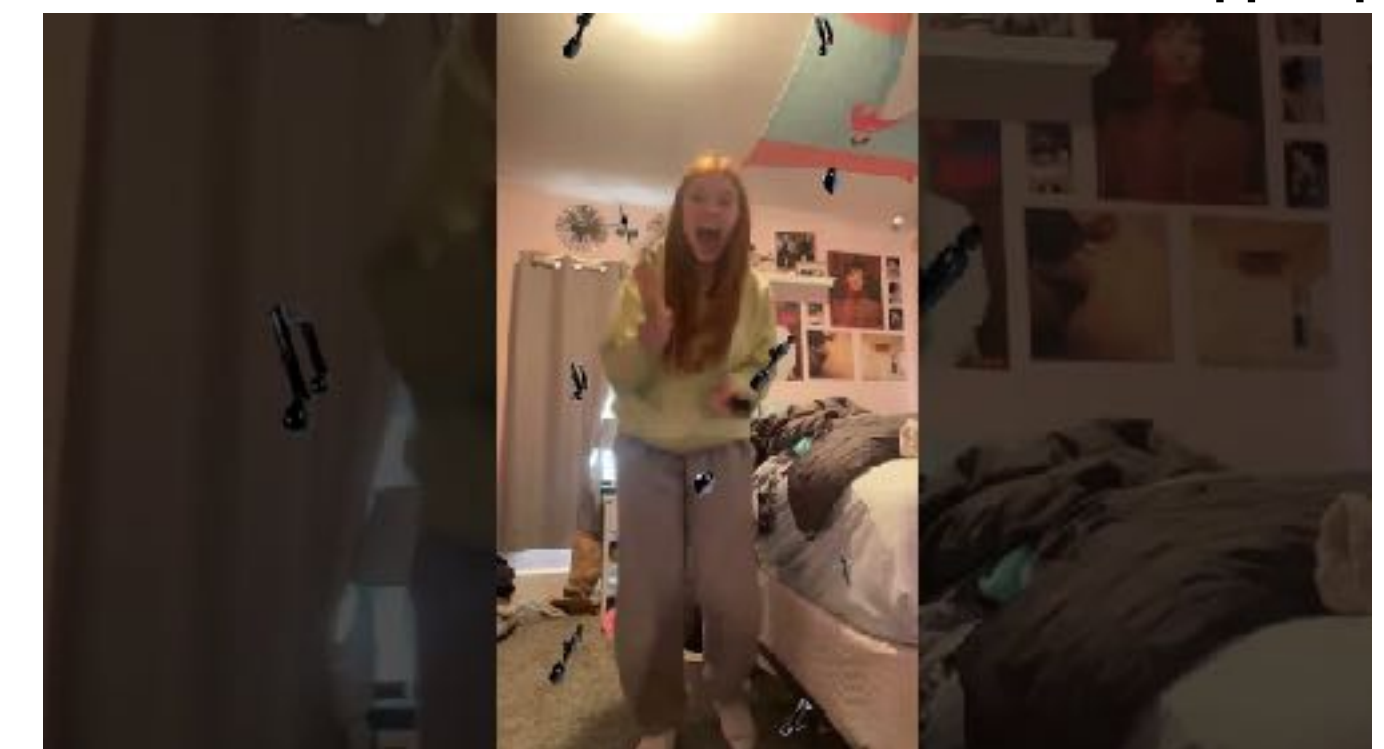
BRIT Awards 2023 App Experience



San Francisco App Experience



Formula E - Story output



BRIT Awards Fan celebrating



Thanks

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filmily.ai