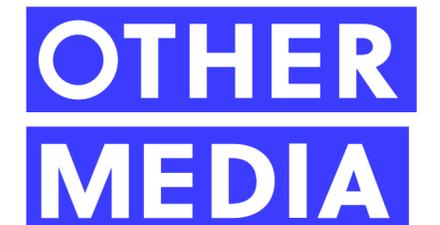




Our sporting credentials

Other Media credentials
January 2022



Areas

Expertise

Problem

Approach

Solution

Implementation

Contact

Our Sporting Expertise

Working with the sporting elite, grassroots clubs, and governing bodies for over 20 years



Cardiff City



Charlton Athletic



West Ham United



Swansea City



West Brom



Peterborough United



Plymouth Argyle



Salford City



PDC



Sport England



Areas

Expertise

Problem

Approach

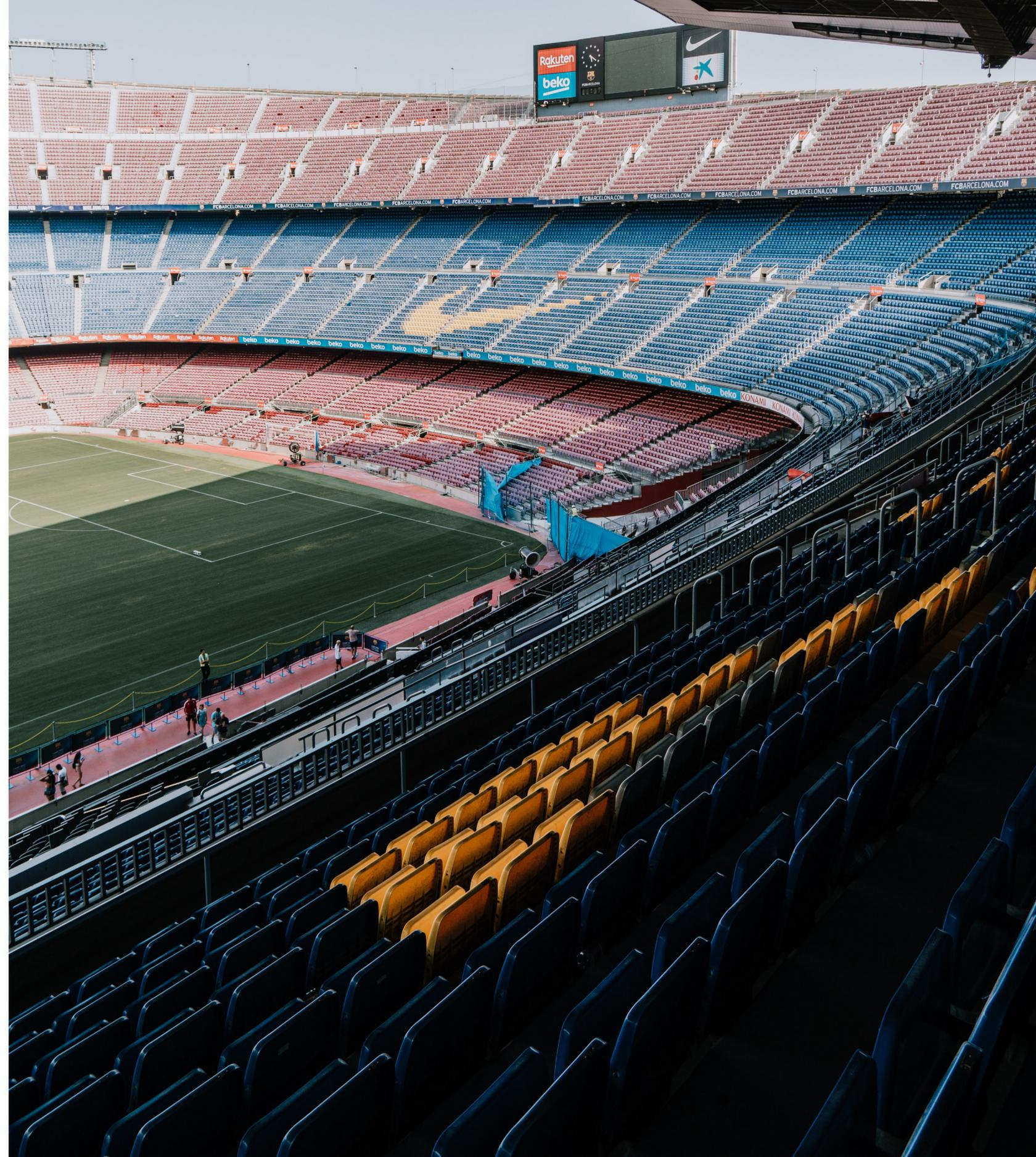
Solution

Implementation

Contact

COVID-19 has changed the world

Digital can bridge the gap between clubs and fans





Fans' attention is at a premium

Clubs are being crowded out in the Attention Economy

Move fans
from social to

a club app

& website

Take ownership of your digital channels

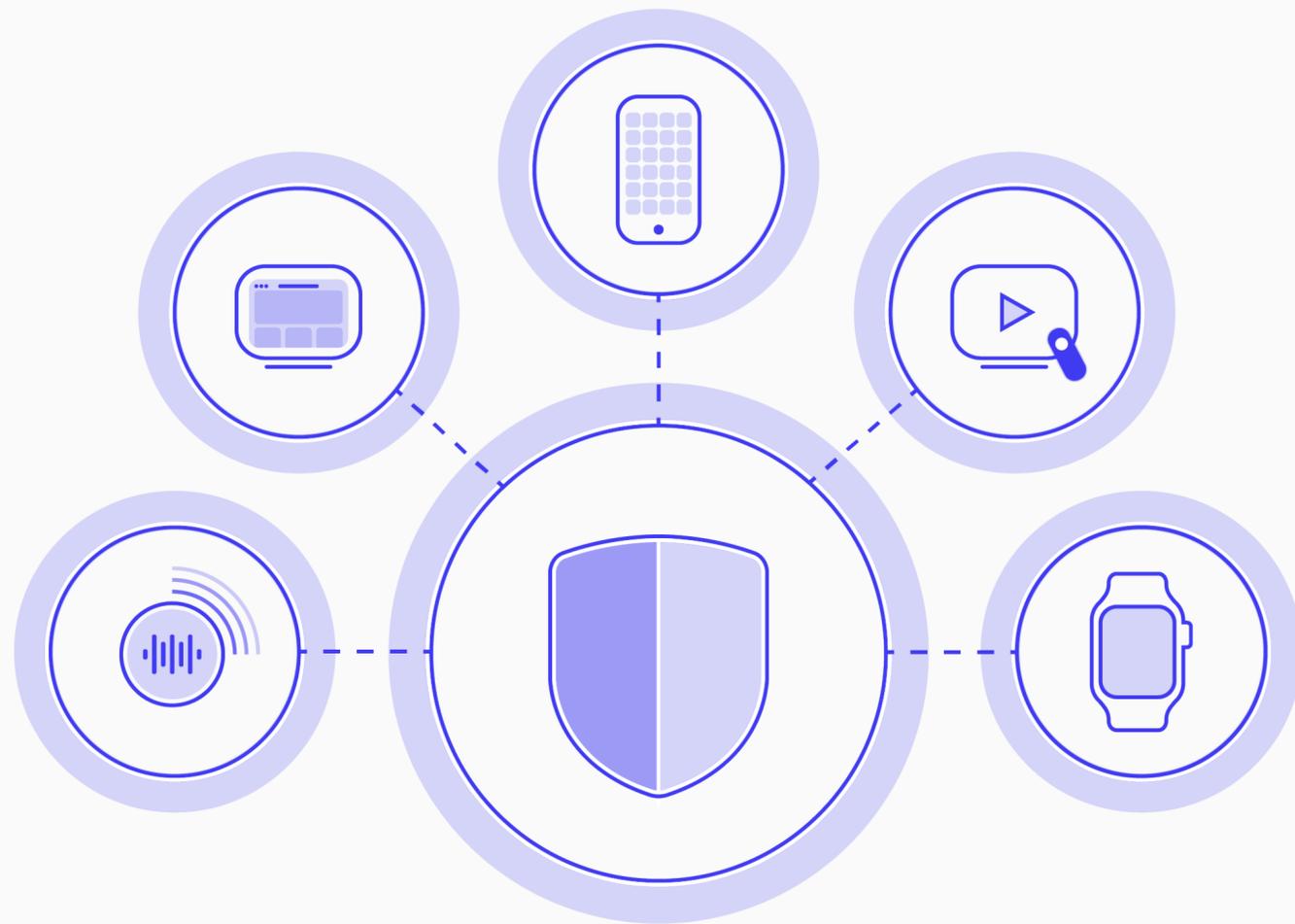


Build a community that partners will value

Apps convert **two times** better
than mobile web experiences

Apps provide a multitude of new
opportunities for **sponsorship**





Reach fans across **all digital** touch-points

Including apps, web, smart TV, voice and wearables

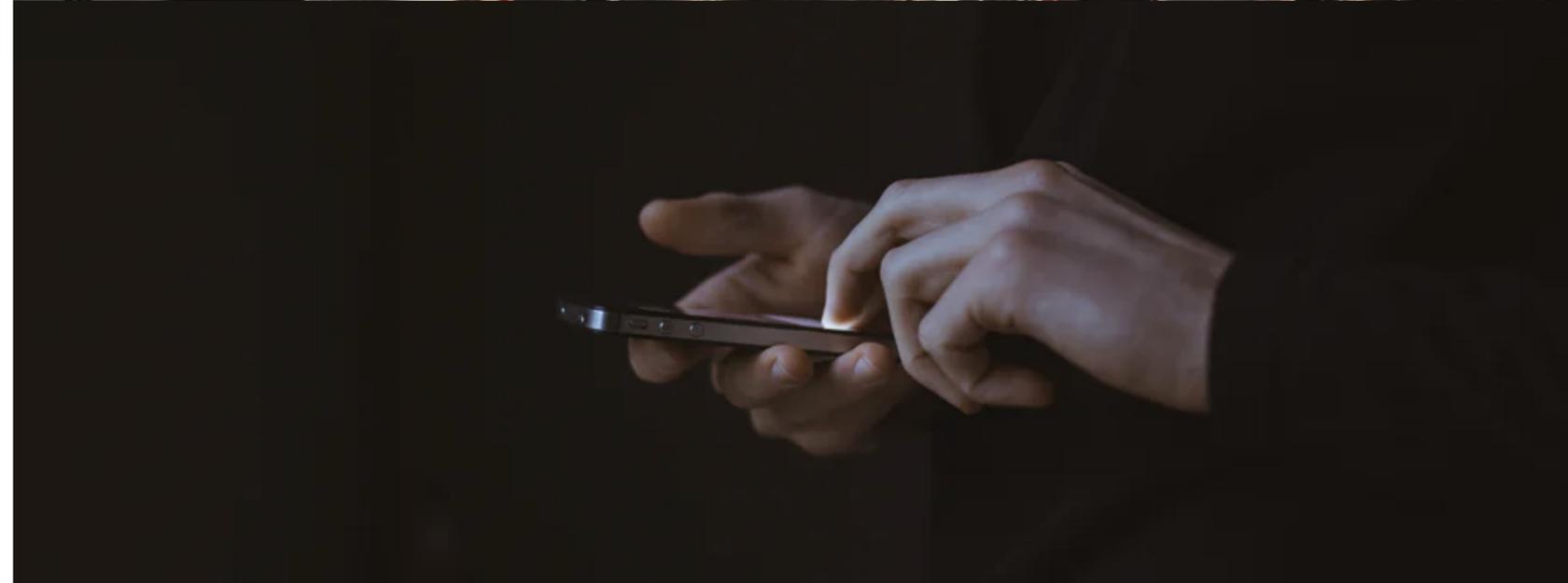
By using digital technology effectively, the most successful clubs will build long-term engagement and generate significant value through new partnership opportunities, retail sales, OTT views, ticketing, hospitality and events revenue.

The most successful clubs will be:

Direct to fans

Digitally native

Driven by data



Areas

Expertise

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Approach

Solution

Implementation

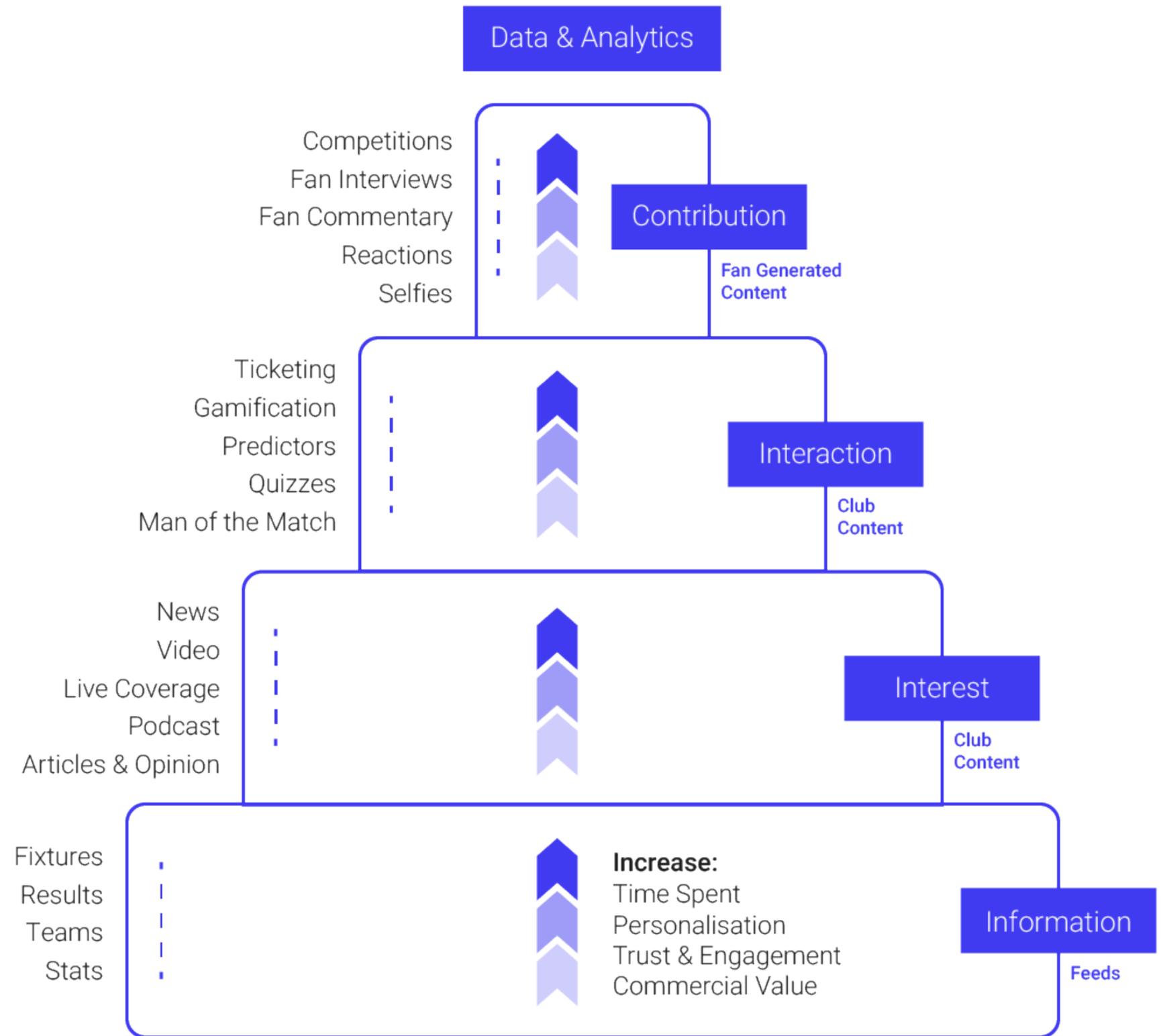
Contact

Fan

Engagement

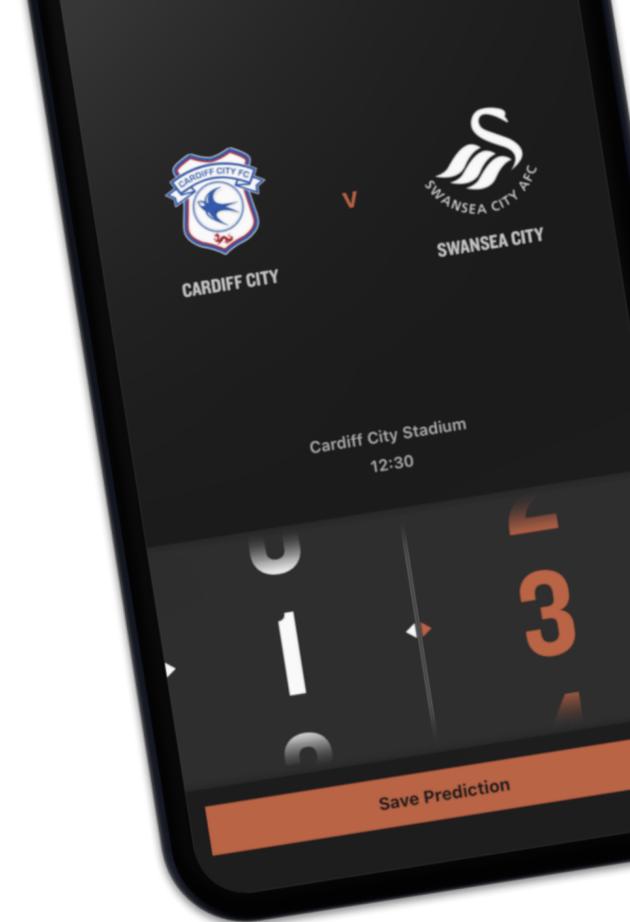
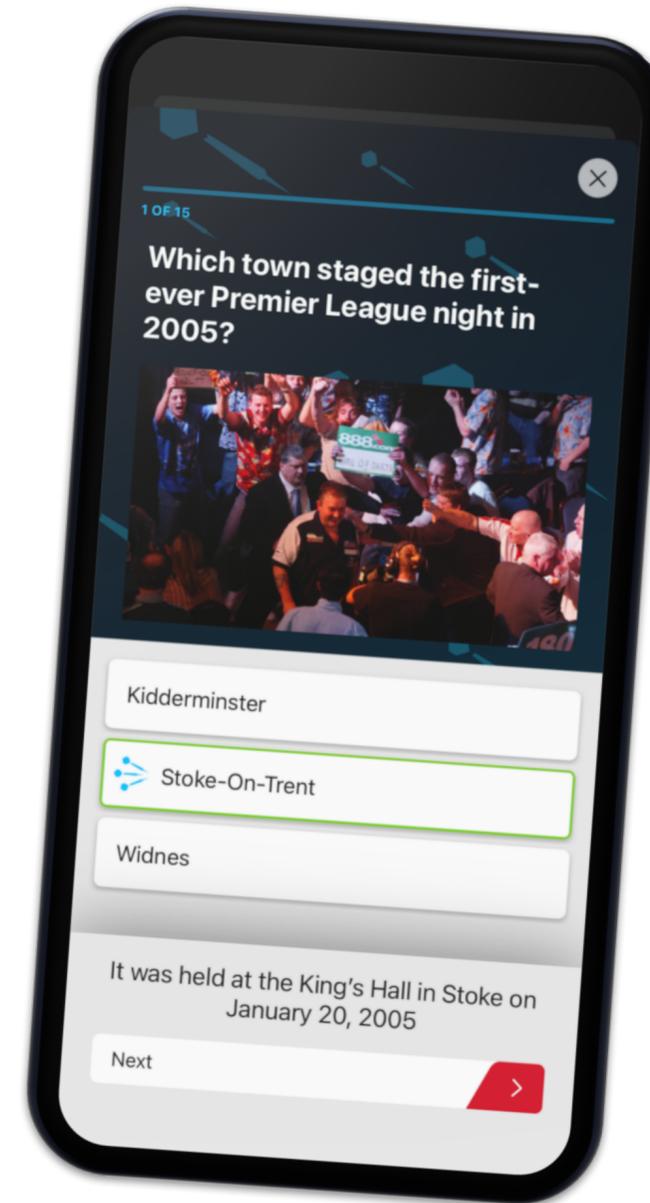
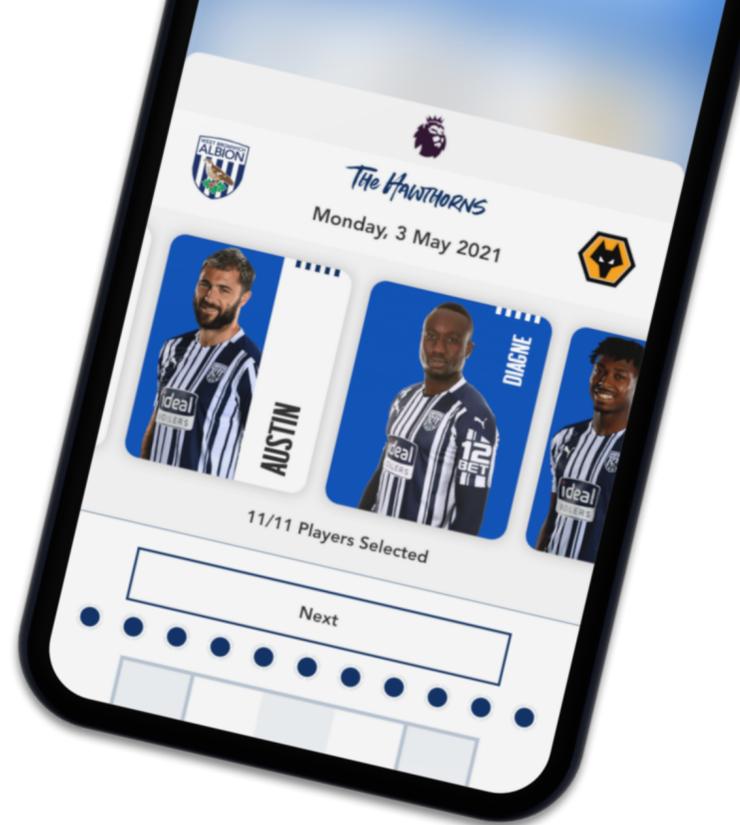
Hierarchy

Engagement = Value



Engage & delight

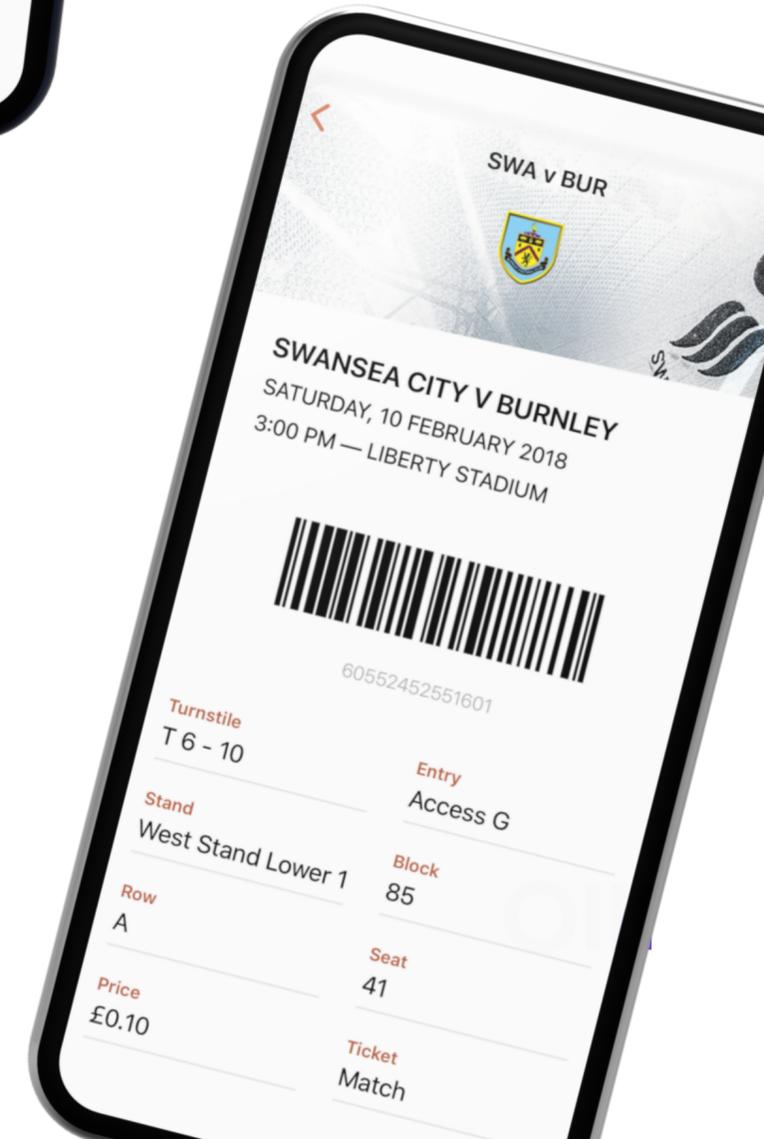
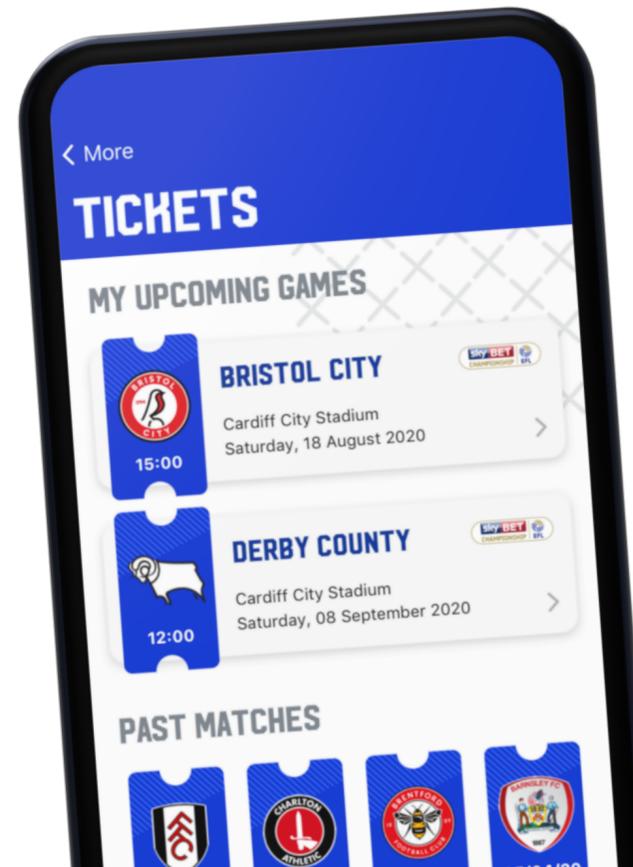
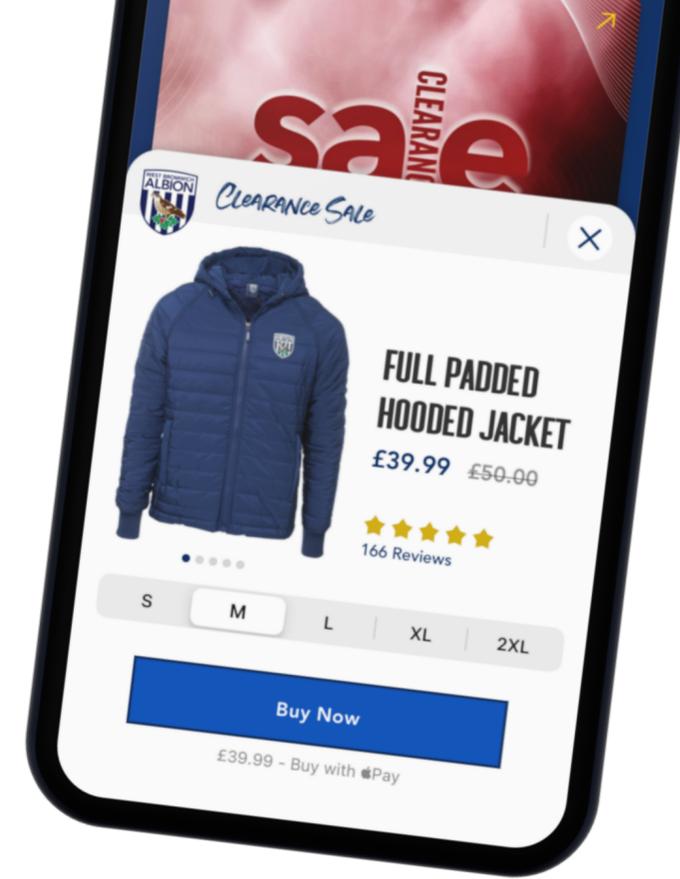
Digital first **fan engagement** features including quizzes, polls, predictors and a dedicated live match centre

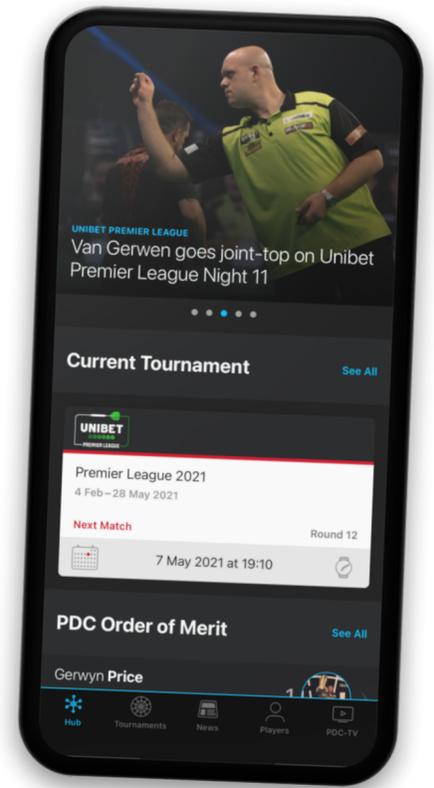


Cashless and COVID secure

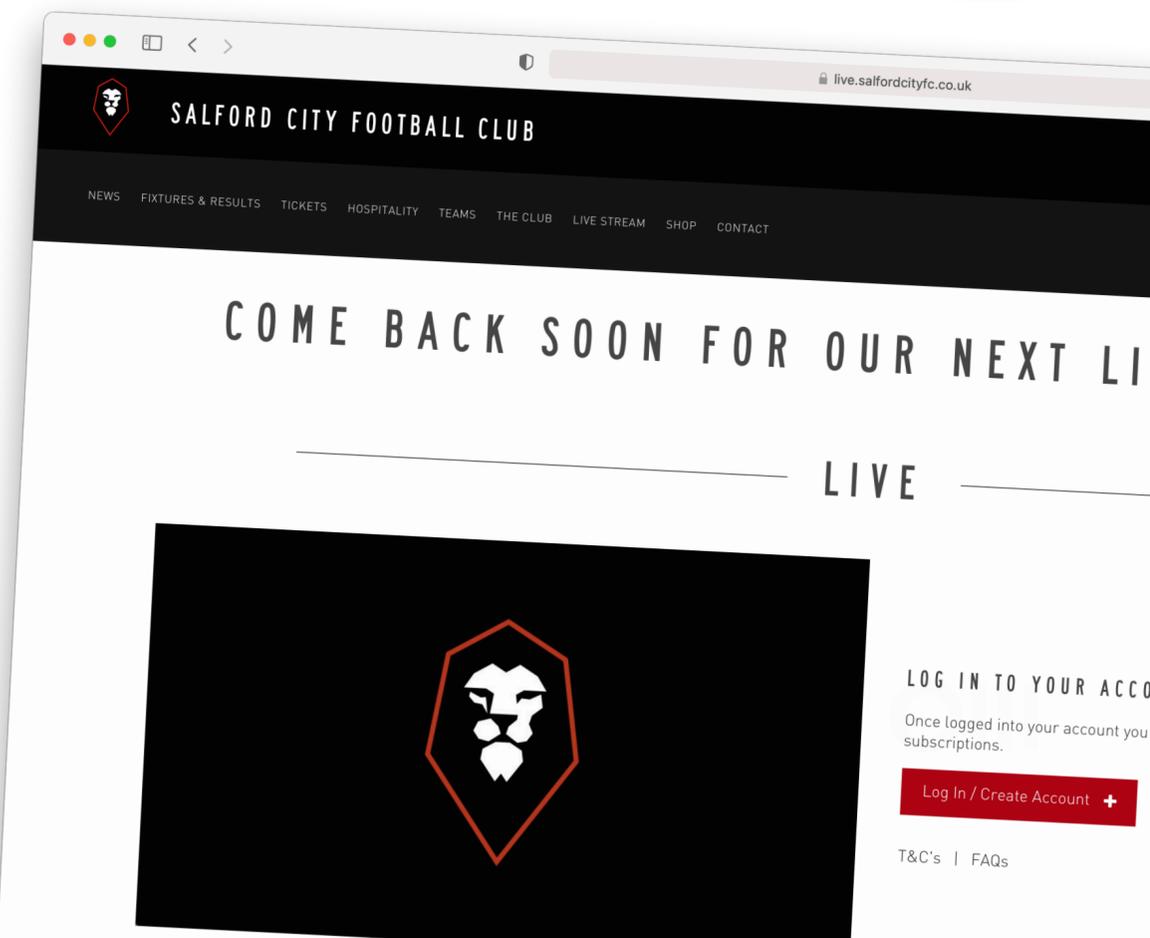
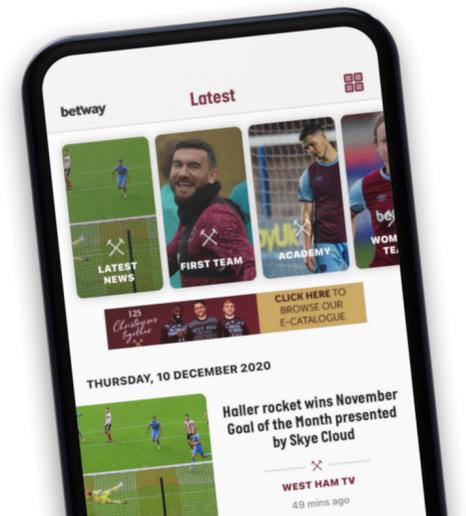
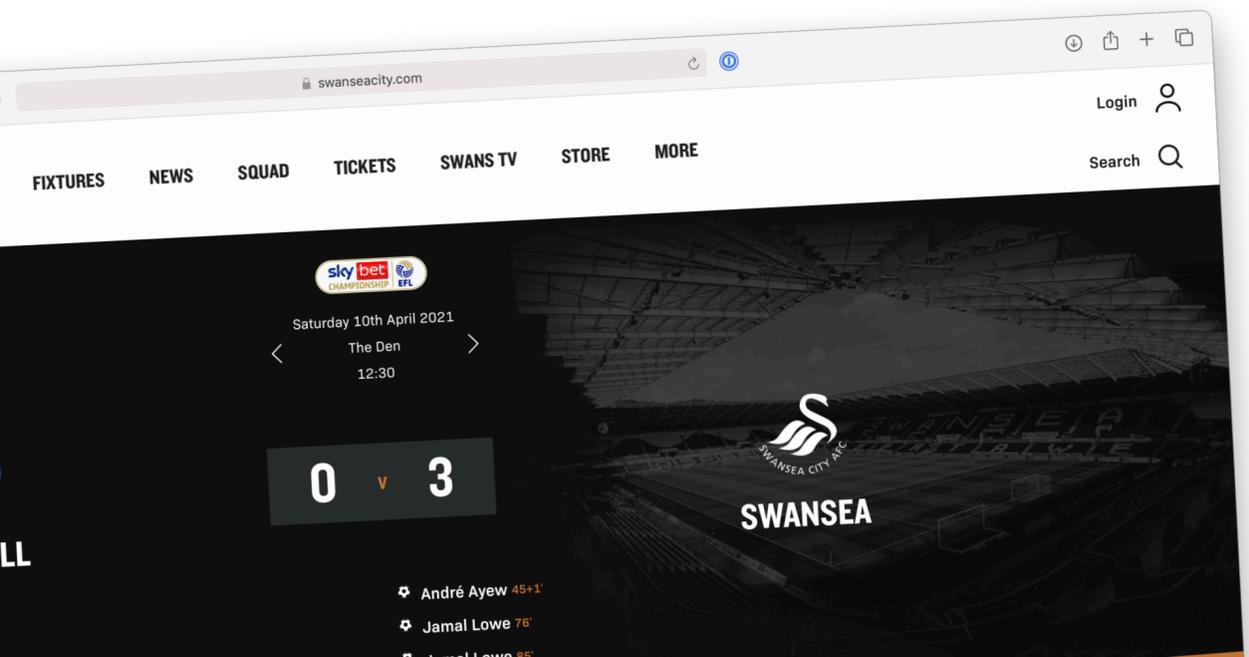
Utilise mobile ticketing and NFC functionality at the stadium

Integrate retail and F&B ordering seamlessly with Apple Pay & Google Pay





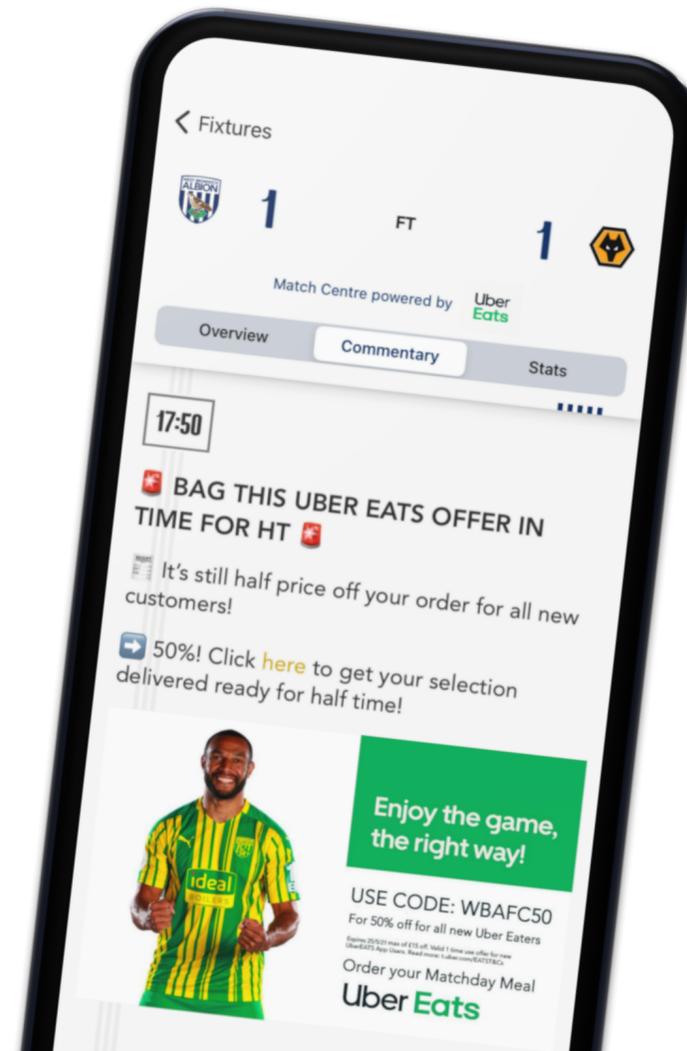
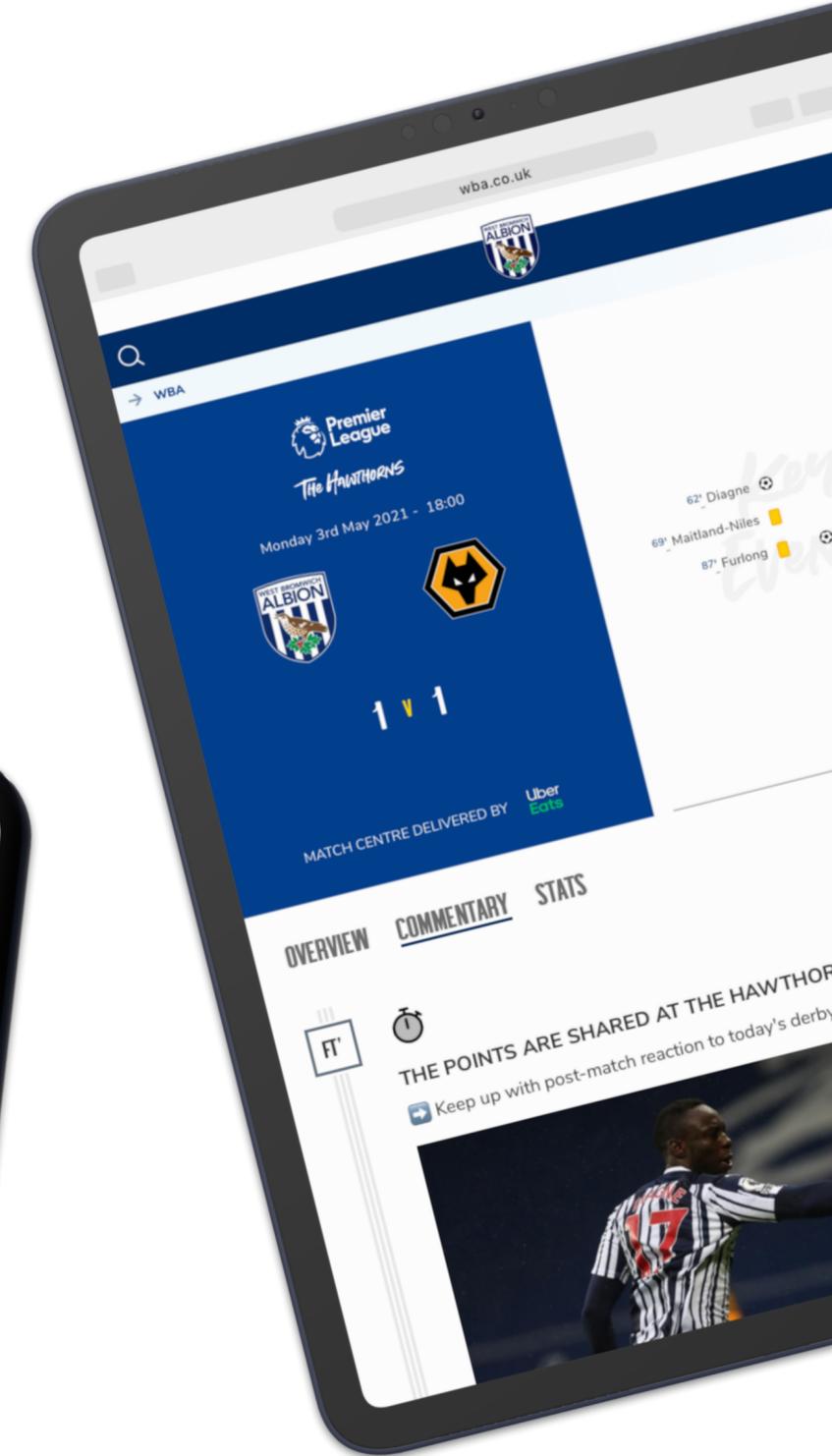
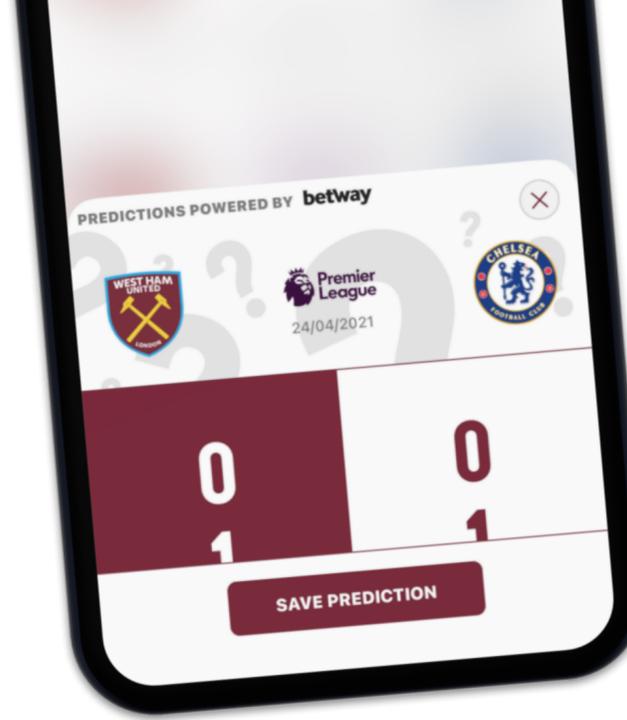
Unique for each sport and club



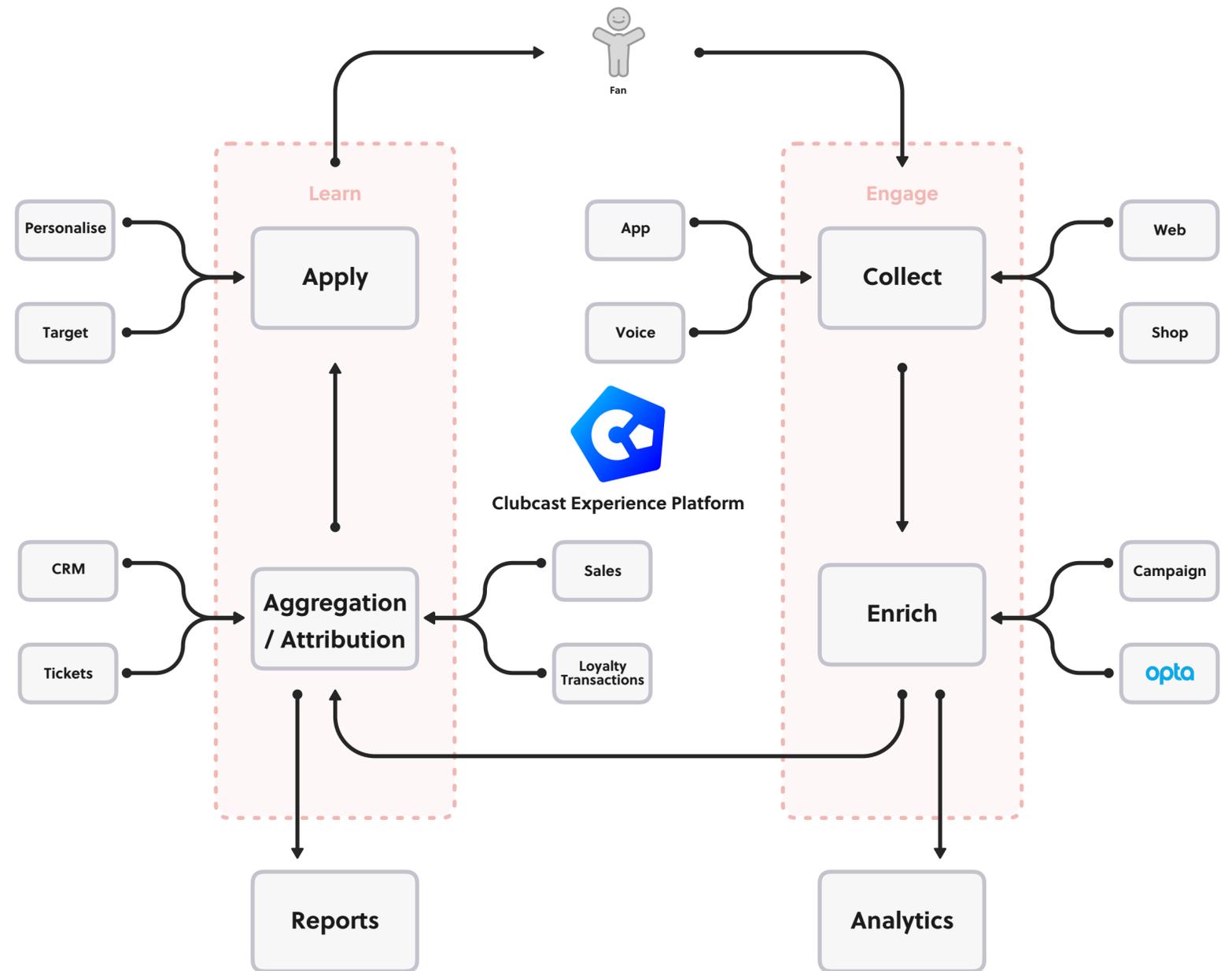
Commercially valuable

Drive **more sales** through your club shop, hospitality and ticketing

Unlock new revenue through **partner deals**



Data, analytics & personalisation at the **heart** of development



Areas

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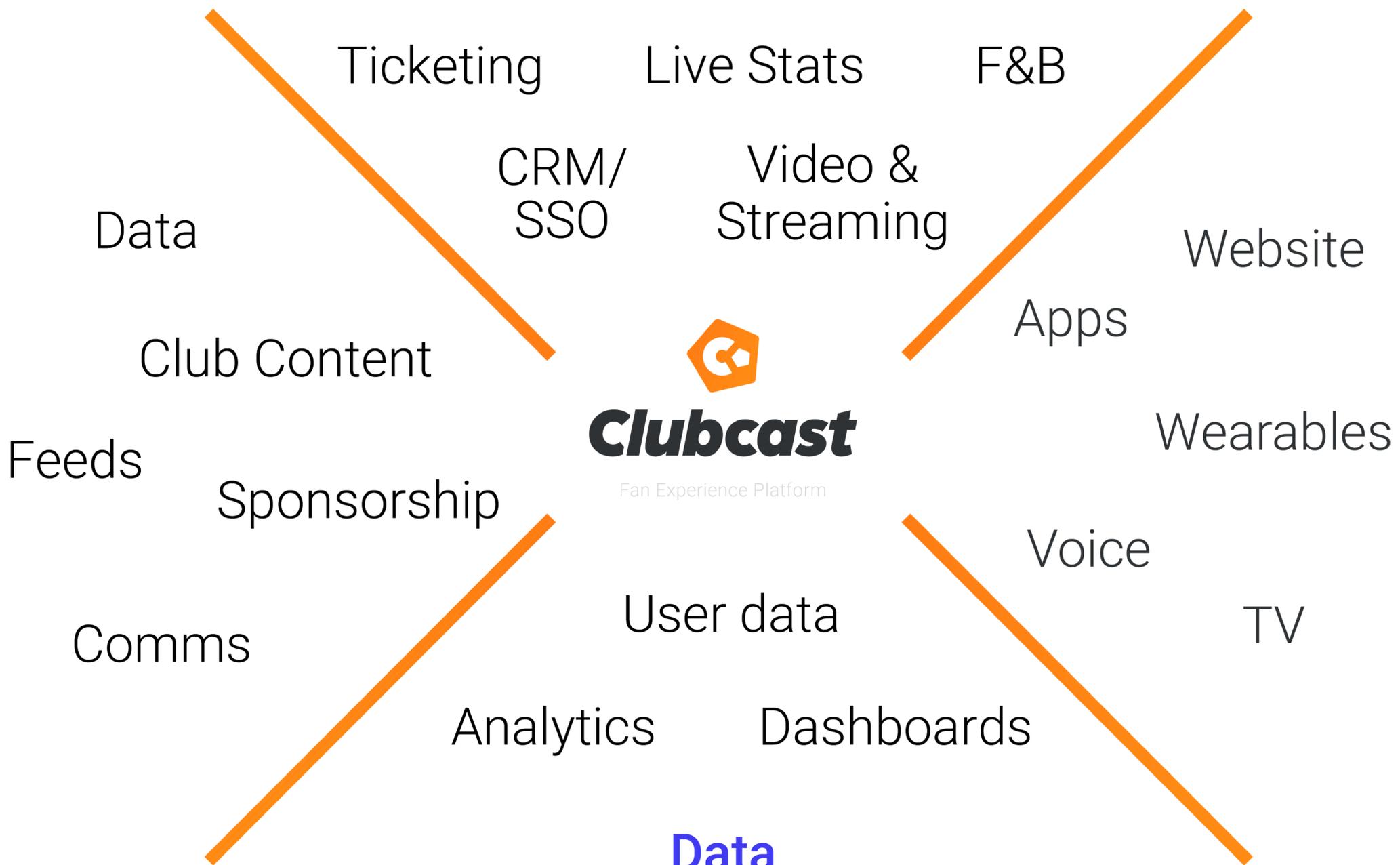
Clubcast

The digital fan experience platform

Integrations

Manage

Publish



Ticketing Live Stats F&B
CRM/SSO Video & Streaming
Data Website
Club Content Apps
Feeds Wearables
Sponsorship Voice
Comms User data TV
Analytics Dashboards

Data



Return on investment

Low monthly fee covers design, development,
hosting and ongoing support

Significant commercial partnership opportunities

No up-front costs - 36 month contract starts from
launch

451% ROI

West Bromwich Albion



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Our Success

A curated selection of some of our best & most recent work - designed and built in-house by Other Media & powered by our Fan Experience Platform; Clubcast.



West Ham



Swansea City



PDC



West Brom



Ospreys Rugby





West Ham United

iOS & Android app



Timely Iconic Flexible

As a top-flight club, the fans need a top-flight app to give them everything they need to know about their club. The new iOS and Android app is just that, as well as a hard-working asset for the club.



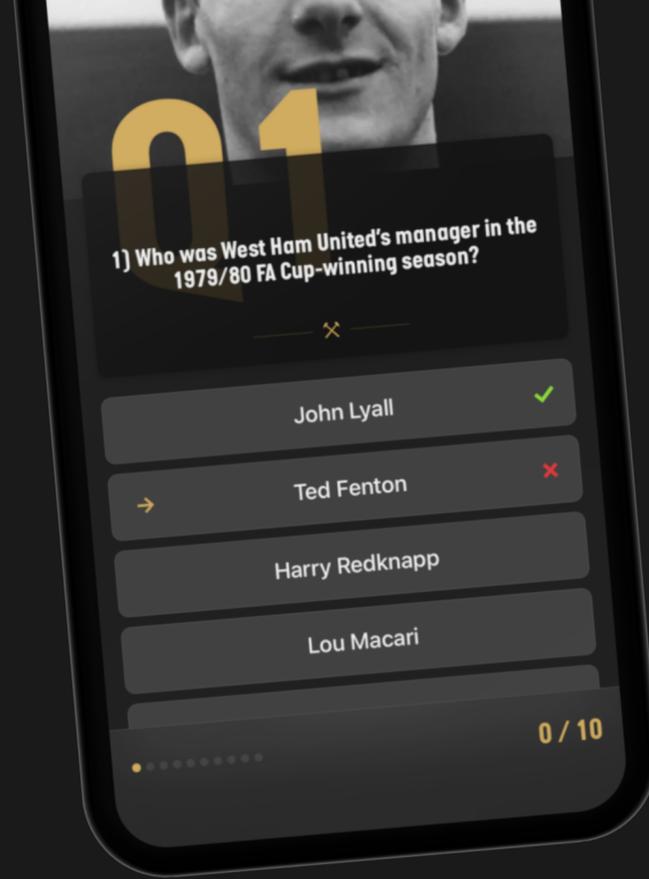
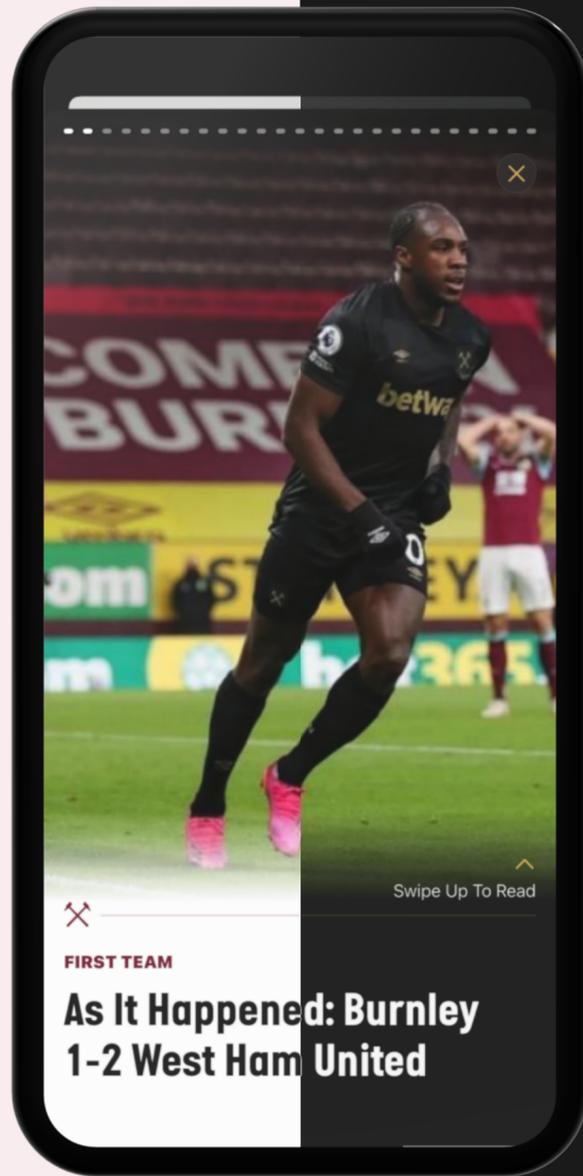
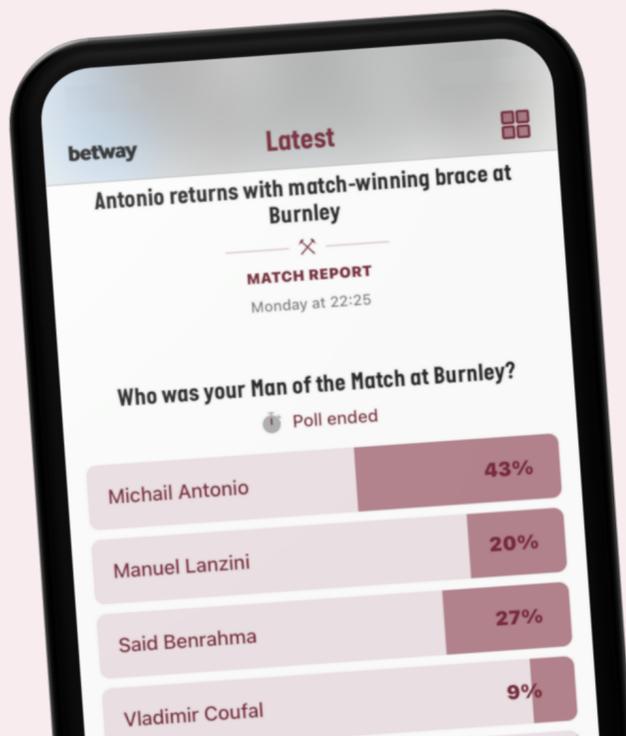
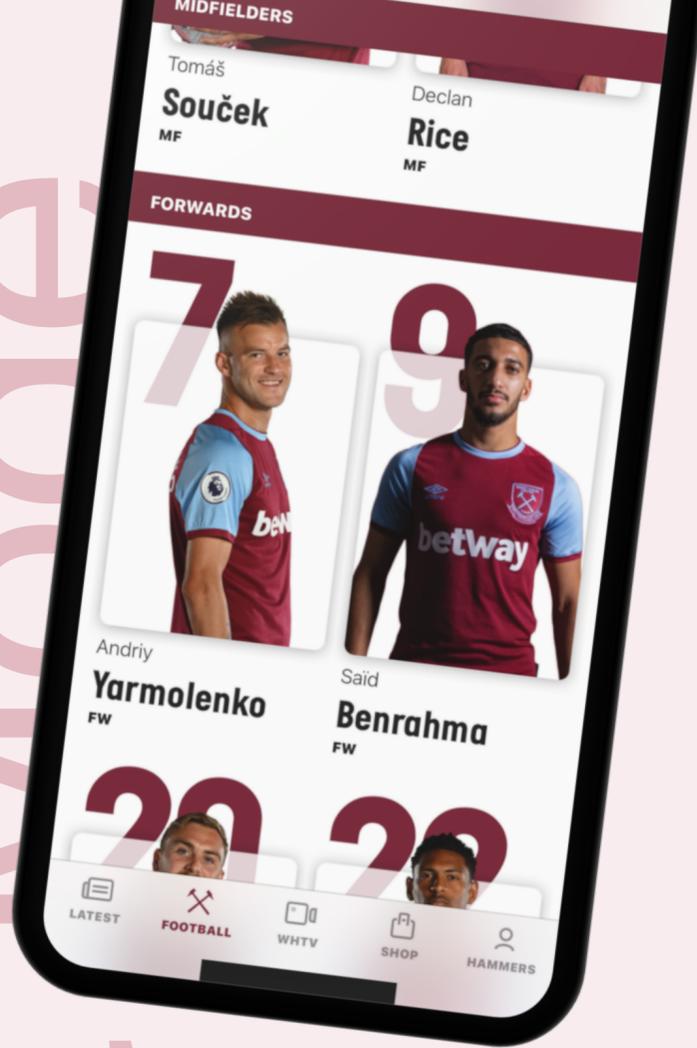
DESIGN & BUILD BY OTHER MEDIA.
POWERED BY CLUBCAST.



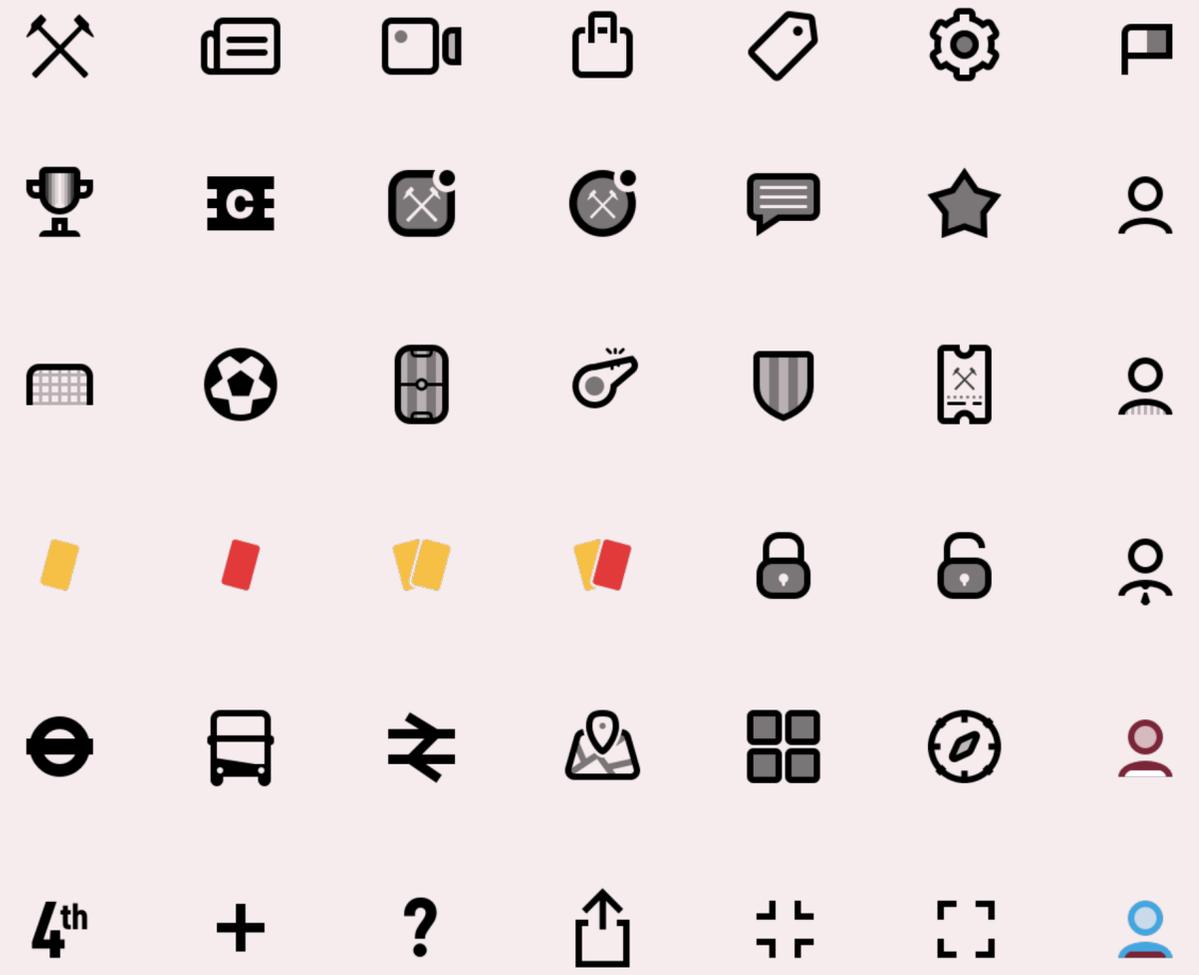
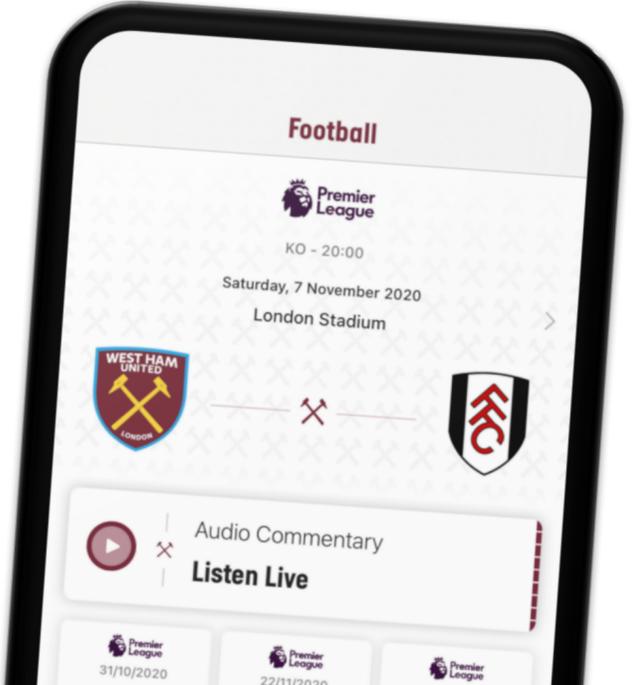
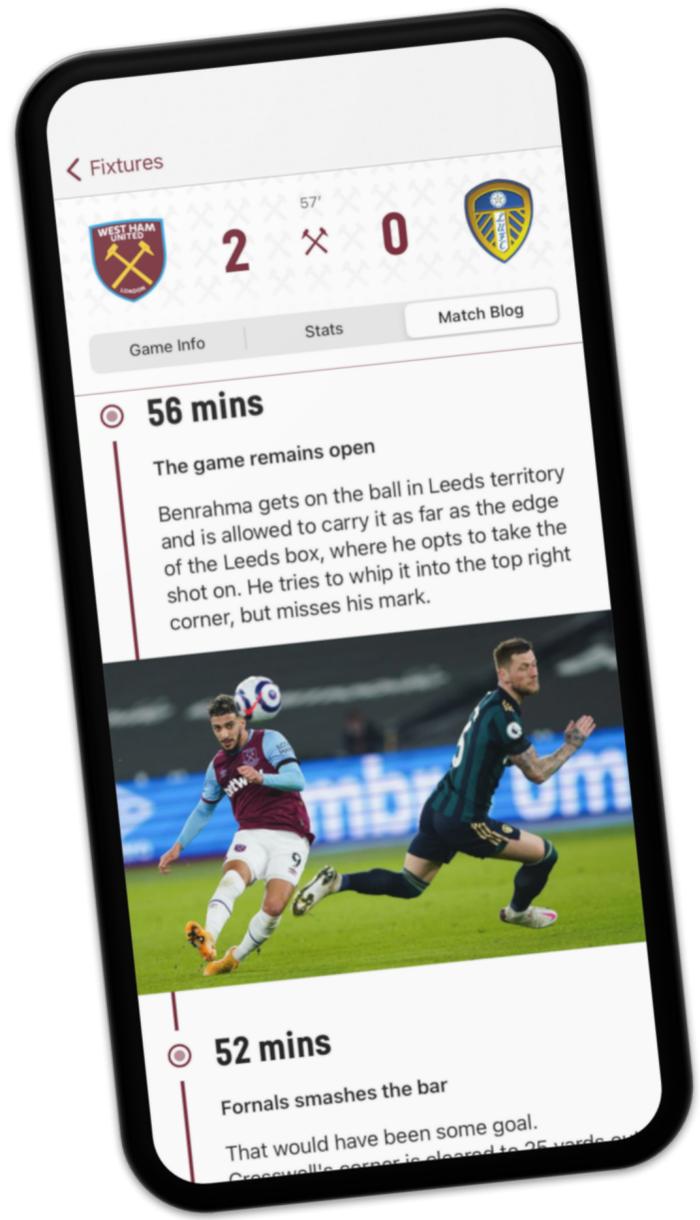
Forever Blowing Bubbles



Light Mode



Dark Mode



It's great to be working with Other Media - they really get what the club wants, what the fans love, and how to maximise revenues and engagement while making our lives easier. The new app has great content, functionality, stunning design, and a slick user experience which we know the fans will love. This is just the start of the process of evolving the digital landscape for the club, our fans and our partners and we're delighted to be on this journey with the team at Other Media.

Karim Virani
Chief Commercial Officer
WHUFC



Swansea City

iOS & Android app
Responsive website

Convenient Intuitive Ambitious

Swansea City Football Club are a progressive and digitally sophisticated football club. The Swans needed a way to engage their supporters, affording them the convenience of consuming everything they need, at their fingertips. The digital solution needed to facilitate continued growth and realise commercial opportunities for the club.



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FIXTURES & RESULTS

Last Match	Last Match	Next Match
<p>Sky Bet</p> <p>Sunday 25th April 2021 Madejski Stadium</p> <p>READING 2</p>	<p>Sky Bet</p> <p>Saturday 1st May 2021 Liberty Stadium</p> <p>SWANSEA 2</p>	<p>Sky Bet</p> <p>Saturday 8th May 2021 Vicarage Road</p> <p>WATFORD v SWANSEA</p>

All Notifications

- Goals
- Match Updates
- Match Events
- Live Video
- Breaking News
- Exclusive Offers

Save

swansea-city.com

FIXTURES NEWS SQUAD TICKETS SWANS TV STORE MORE

STEVE COOPER HOPEFUL OVER RETURN OF FANS FOR PLAY-OFF FIXTURE

NEXT MATCH: **WATFORD** Saturday 8th May // 12:30

Buy Away Kit Buy Stream

Swans

STEVE COOPER | WE KNOW WHAT A DERBY WIN WOULD MEAN TO OUR FANS

LEAGUE TABLE

Full League Table

TEAM	P	GD	PTS	CURRENT POSITION
3 Watford	17	+9	30	4
4 Swansea City	17	+9	30	
5 Reading	17	+6	30	

NEXT MATCH

Championship
Saturday, 12 December 2020
Cardiff City Stadium

CARDIFF CITY v **SWANSEA CITY**

Swans Fixtures News LIVE Swans

< Fixtures Sunday, 25 April 2021

REA **2** **2** SWA

MATCH STATS

Goals	2	2
Possession	52%	48%
Shots At Goal	14	15
Saves	2	2
Offsides	3	2
Yellow Cards	1	2
Team Passes	418	396
	228	206

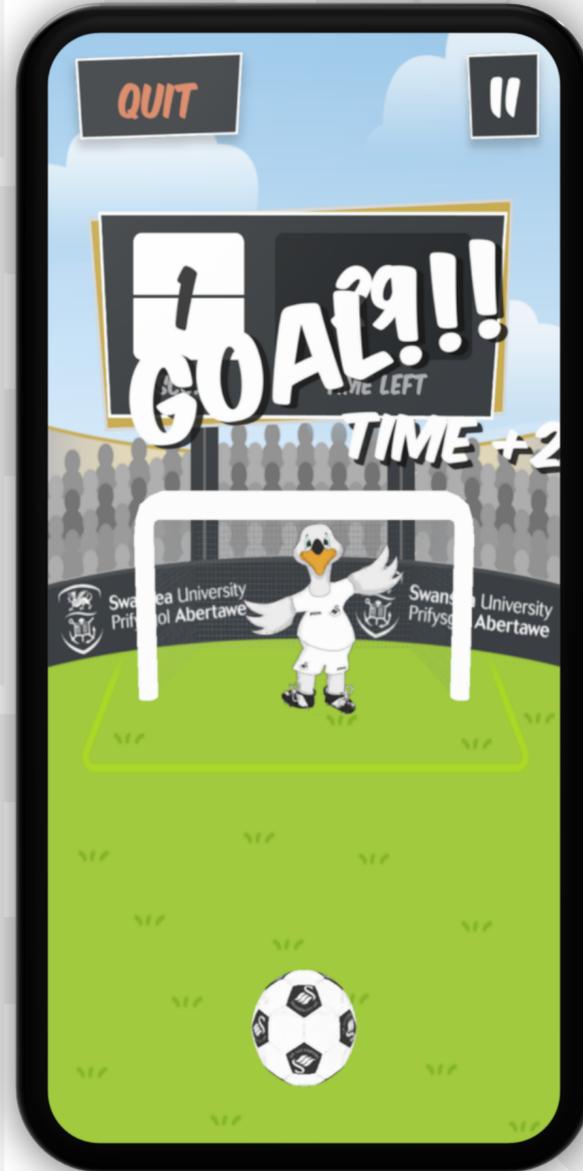
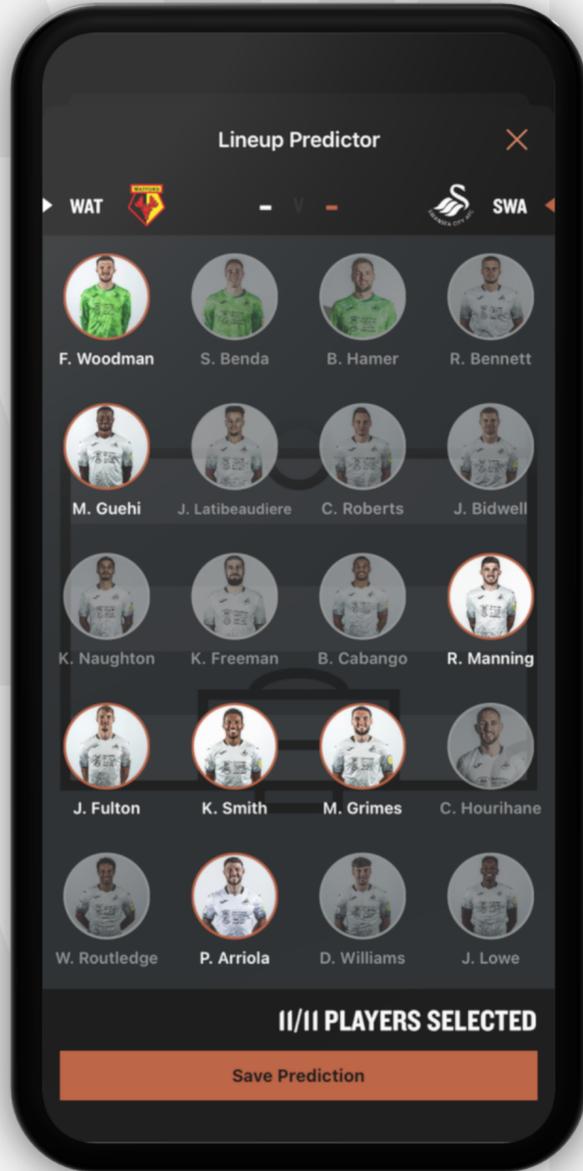
swansea-city.com

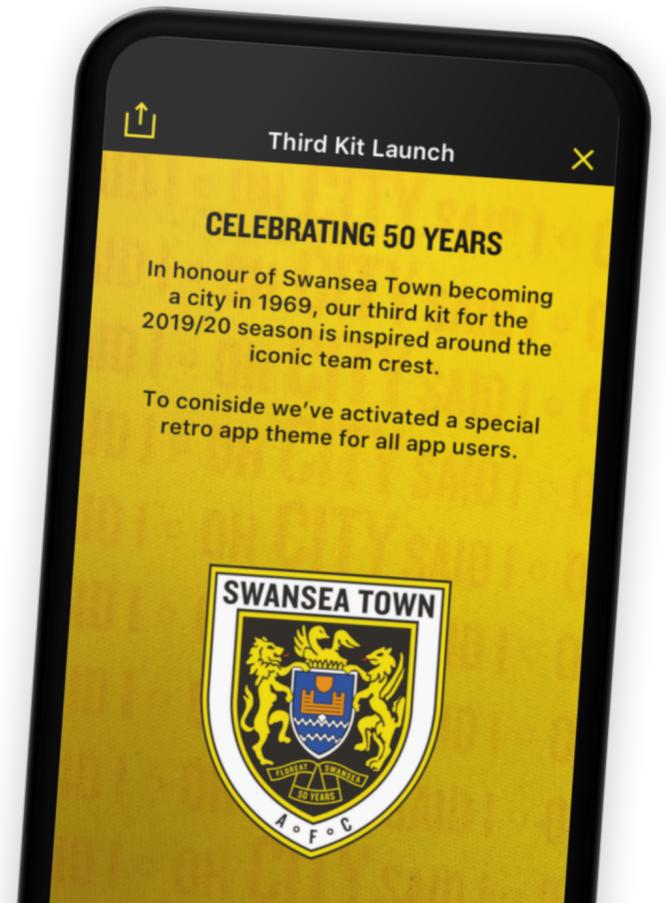
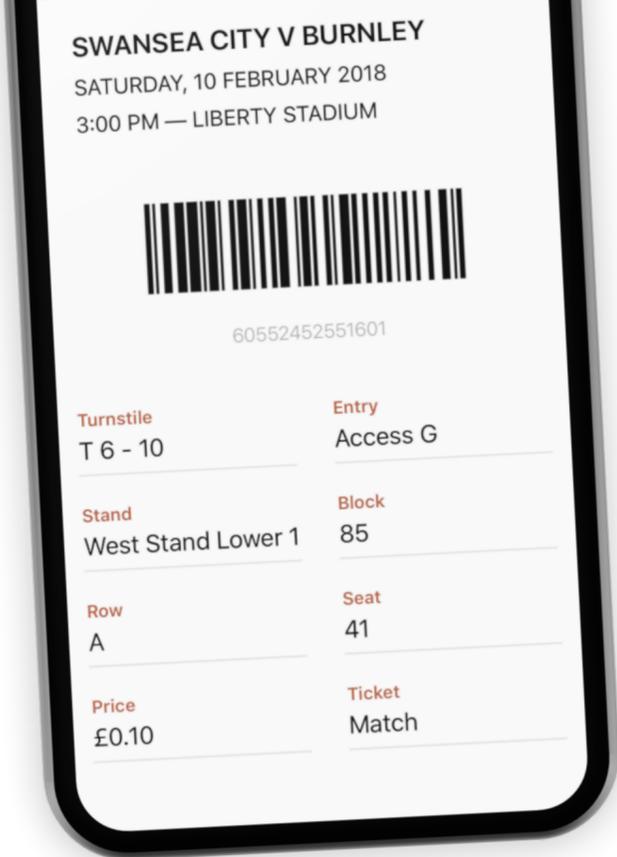
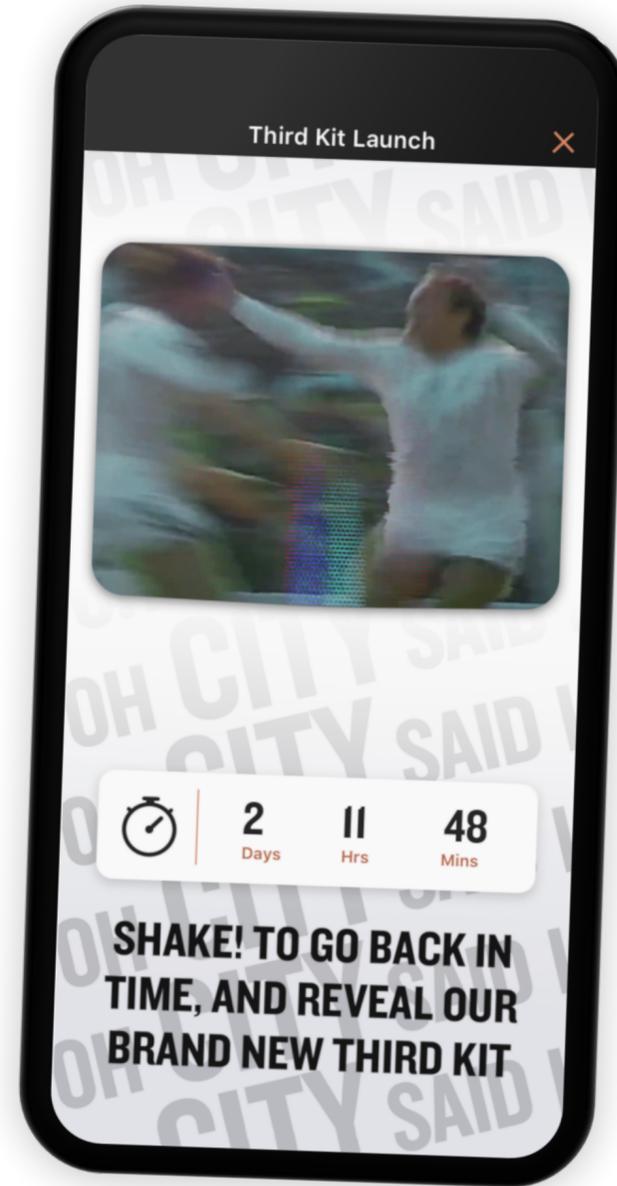
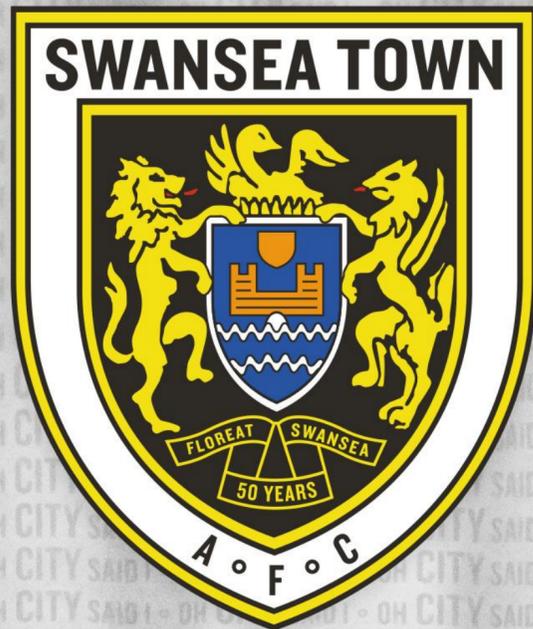
SWANS TV

PRE-MATCH

WHAT TO WATCH

Highlights
Swansea City v Derby County | Highlights





In Other Media we have found an agency that truly understands the needs of our fans and could design a beautiful app that works across multiple platforms as well as handle the tricky real-time feed integration and help to drive our ambitious digital strategy.

Rebecca Edwards-Symmons
Head of Commercial
SCFC



Professional Darts Corporation

iOS & Android app

Passionate Focussed Immersive

Our partnership with PDC focuses on augmenting fan engagement and realising commercial opportunities for the PDC and their commercial partners. Live betting odds shown in the app lead to betting partner's own apps and sites, driving affiliate revenue and fan engagement.



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Latest Players Competitions



Night 10 Highlights - 2021 Unibet Premier League

5 May 2021 19:39



2021 Unibet Premier League - Night Nine Highlights

22 Apr 2021 23:34



2021 Unibet Premier League - Night Seven Highlights

20 Apr 2021 20:00



Trending News

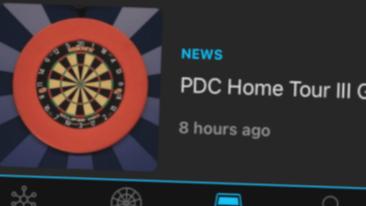


NEWS
PDC Home Tour III Group 18



WILLIAM HILL
Play the T
Champion

Latest News



WILLIAM HILL WORLD DARTS CHAMPIONSHIP
Phil Taylor backs Adrian Lewis to come out fighting at Ally Pally
4 hours ago



NEWS
PDC Home Tour III Group 18
8 hours ago

Hub Tournaments **News** Players PDC-TV

PDC Players Championship 2020
27-30 Nov 2020

Tournament Winner
Michael van Gerwen

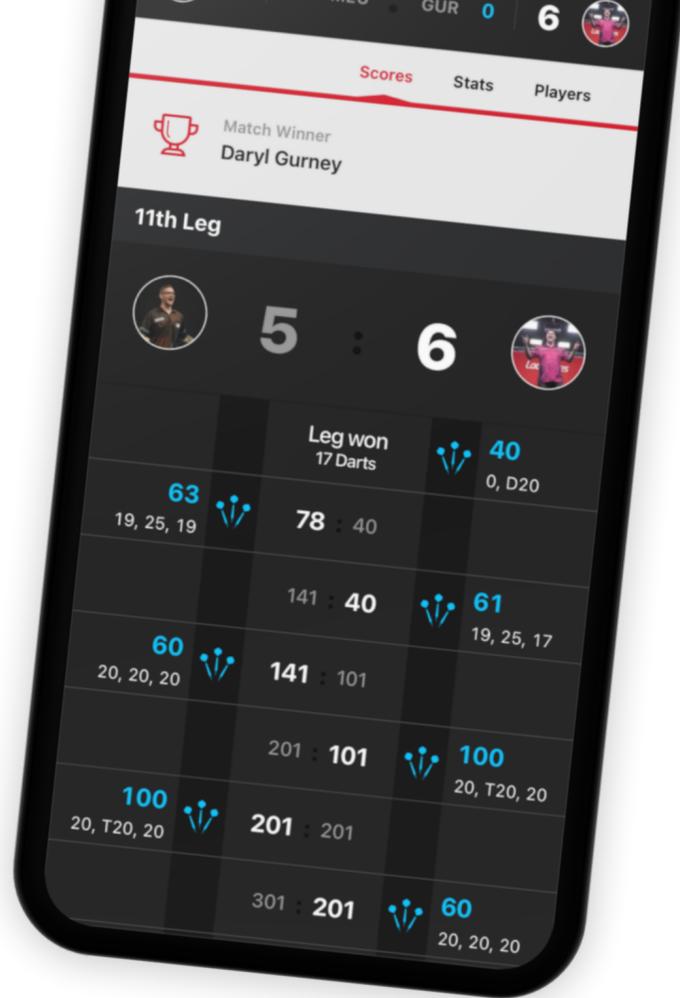
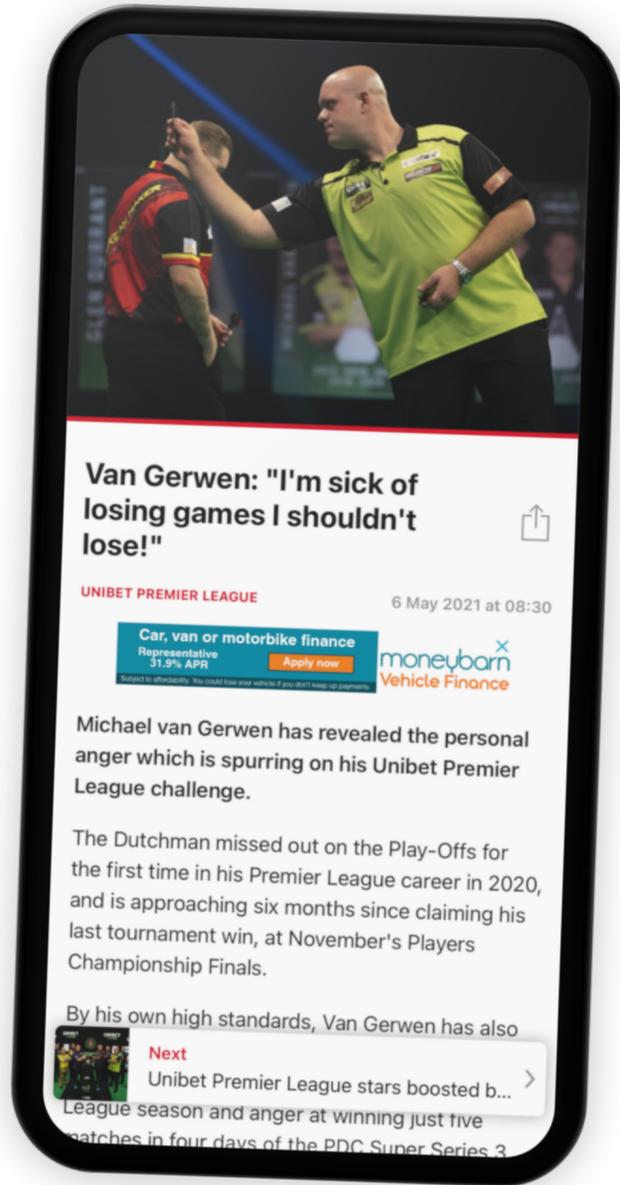
Results News Report P

Final

Mervyn King	10
29 Nov 2020	Ended
Michael Van Gerwen	11

Semifinal

Gerwyn Price	8
29 Nov 2020	Ended
Michael Van Gerwen	11
Peter Wright	4



Peter
"Snakebite"
Wright

With more audiences consuming content online and wanting instant news and updates, I'm certain our new mobile app will take our sport to the next level.

Matt Porter
CEO
PDC



West Bromwich Albion F.C.

iOS & Android app
Responsive website

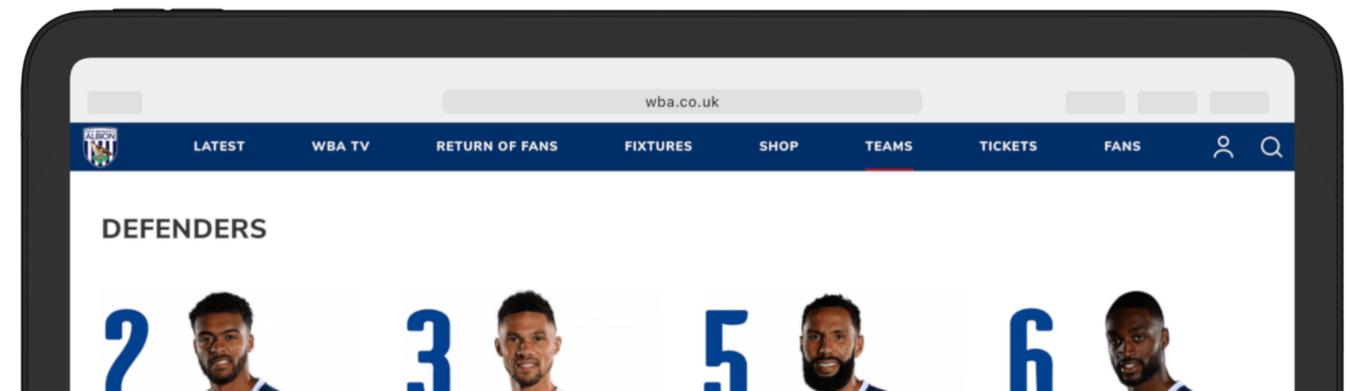
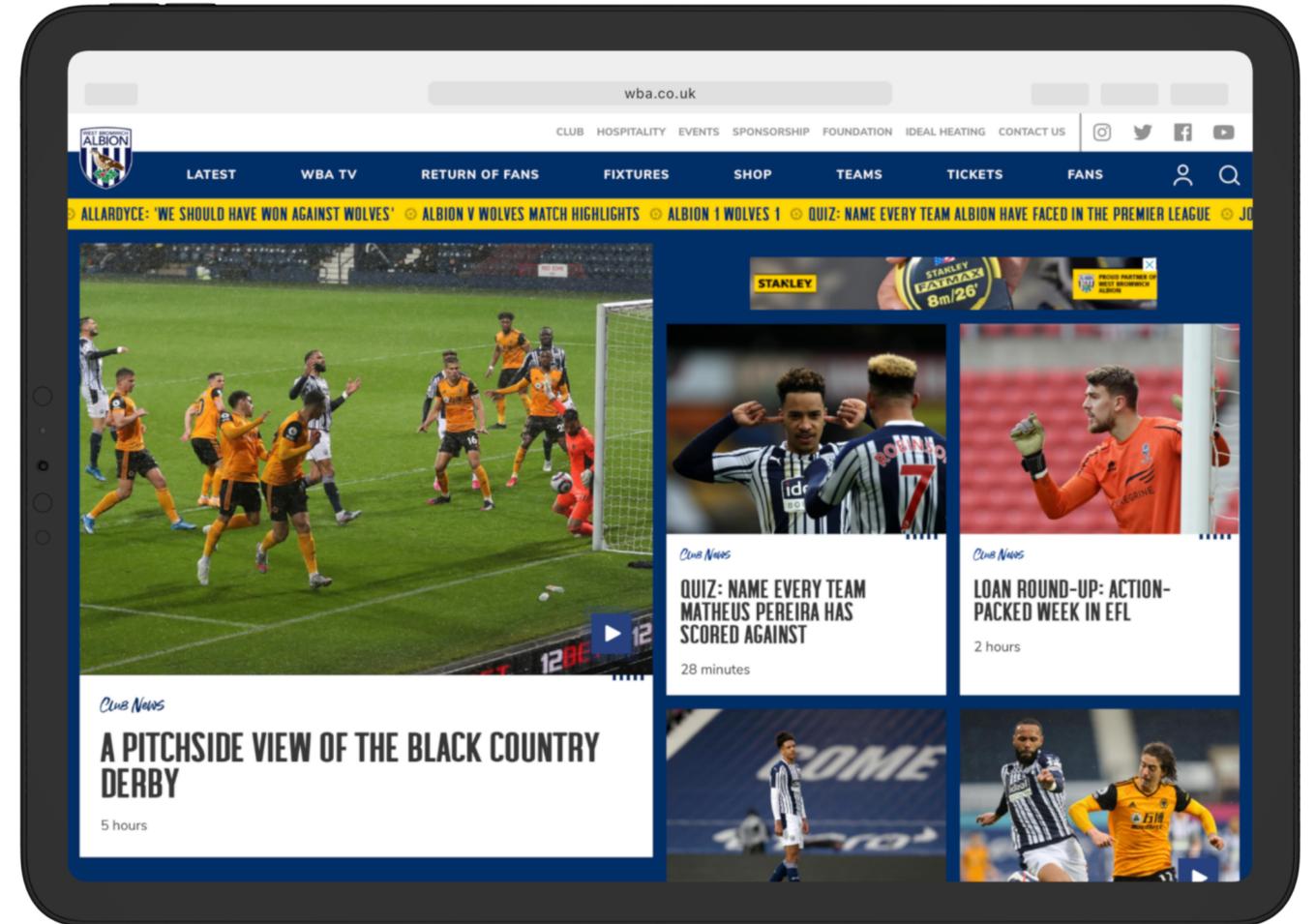
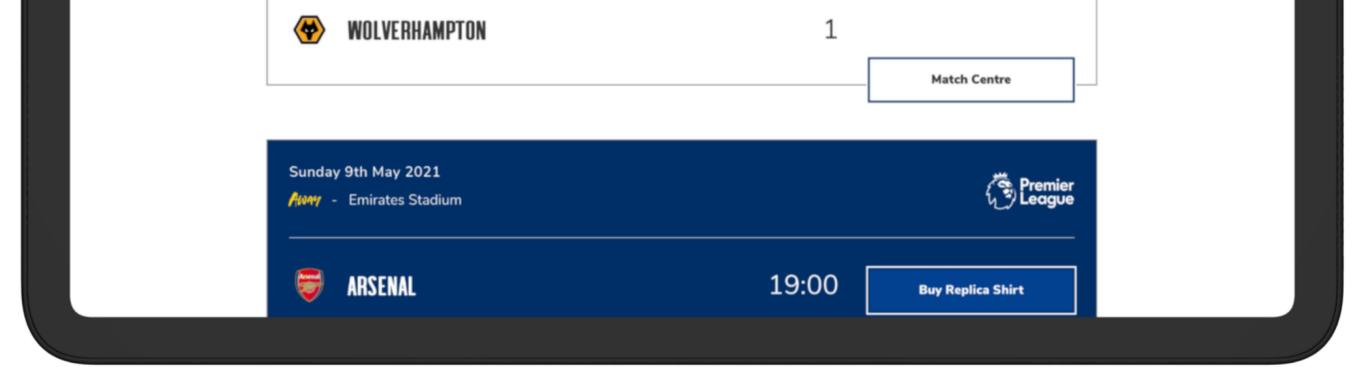
Seamless Branded Engaging

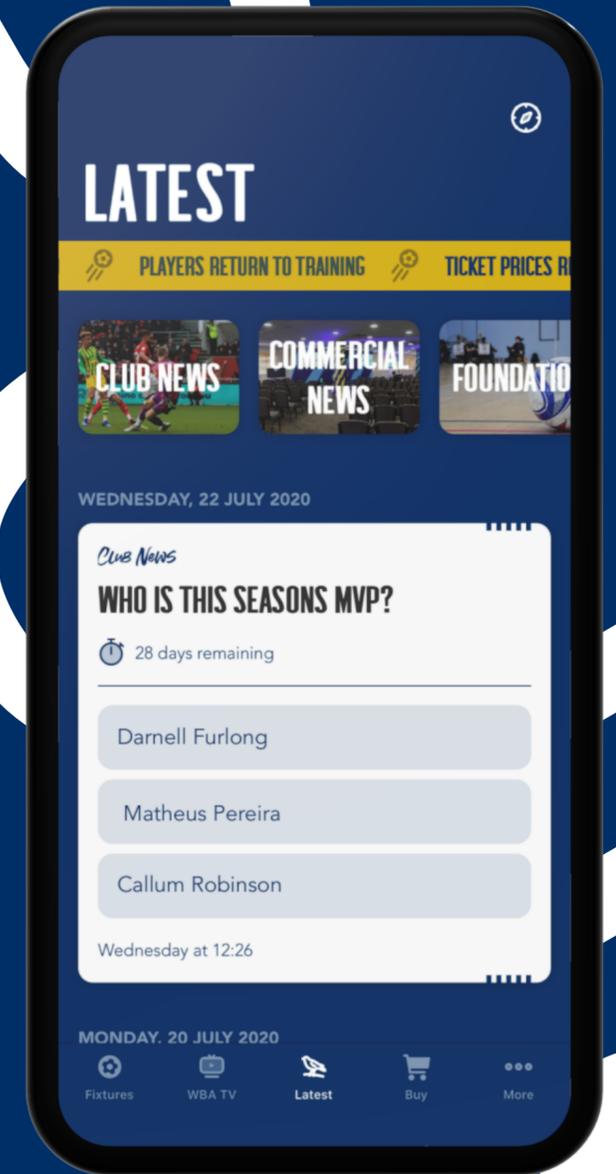
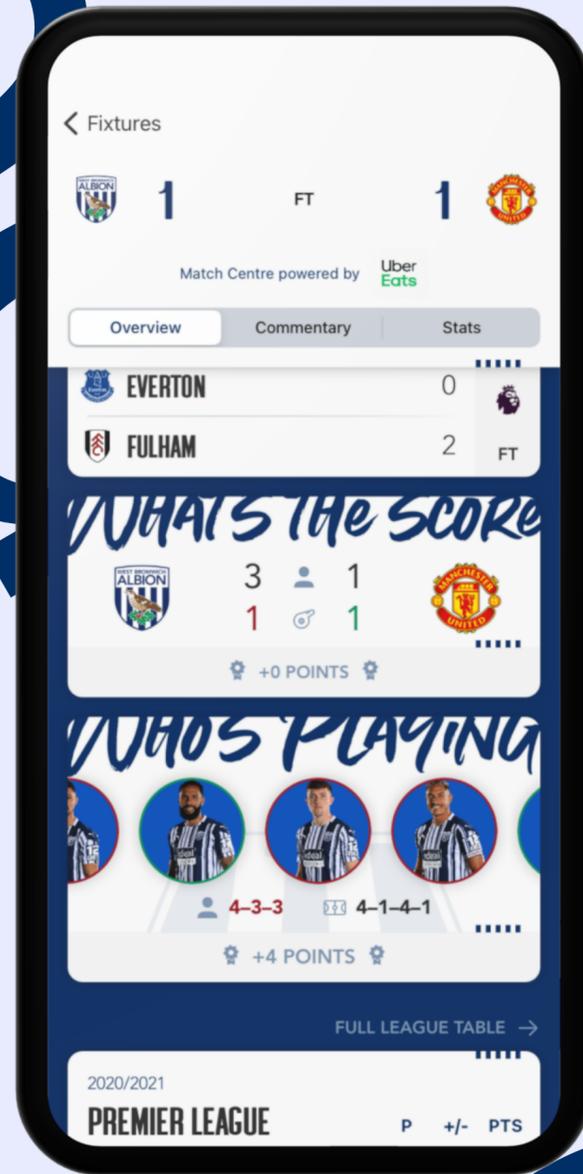
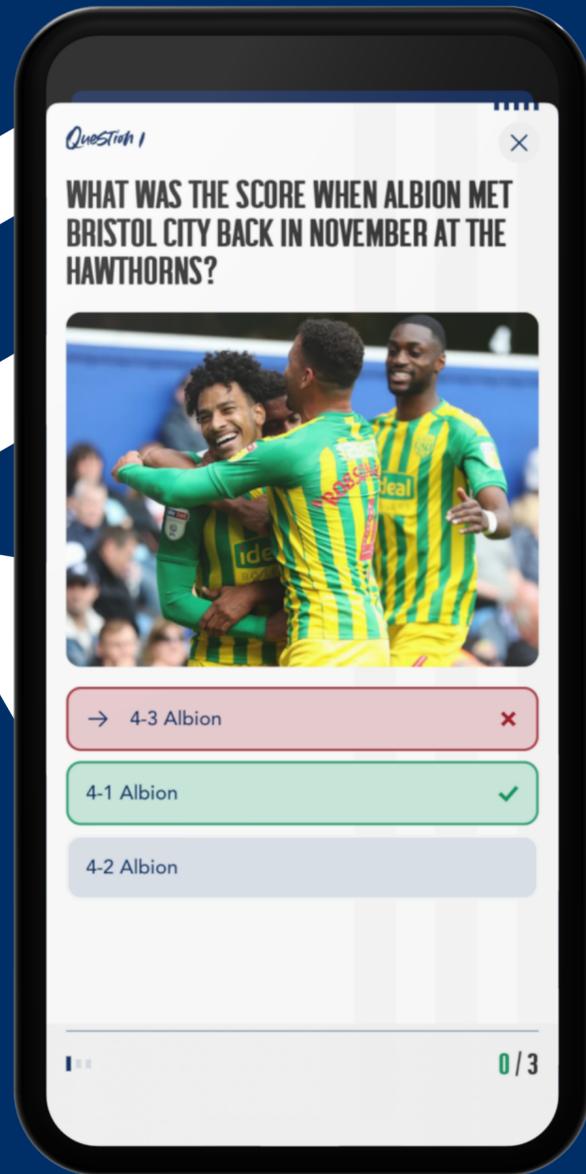
As they take on the Premier League, West Bromwich Albion's fans deserved a superior digital experience. Their old EFL website had no individuality and the club had little control over this vital asset. With no app available, the vast numbers of fans, who live their lives on their mobile device, were critically underserved.

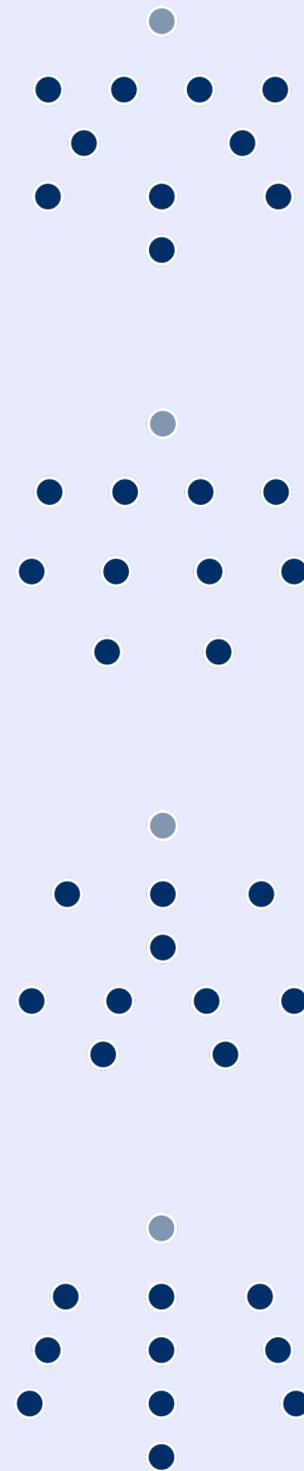
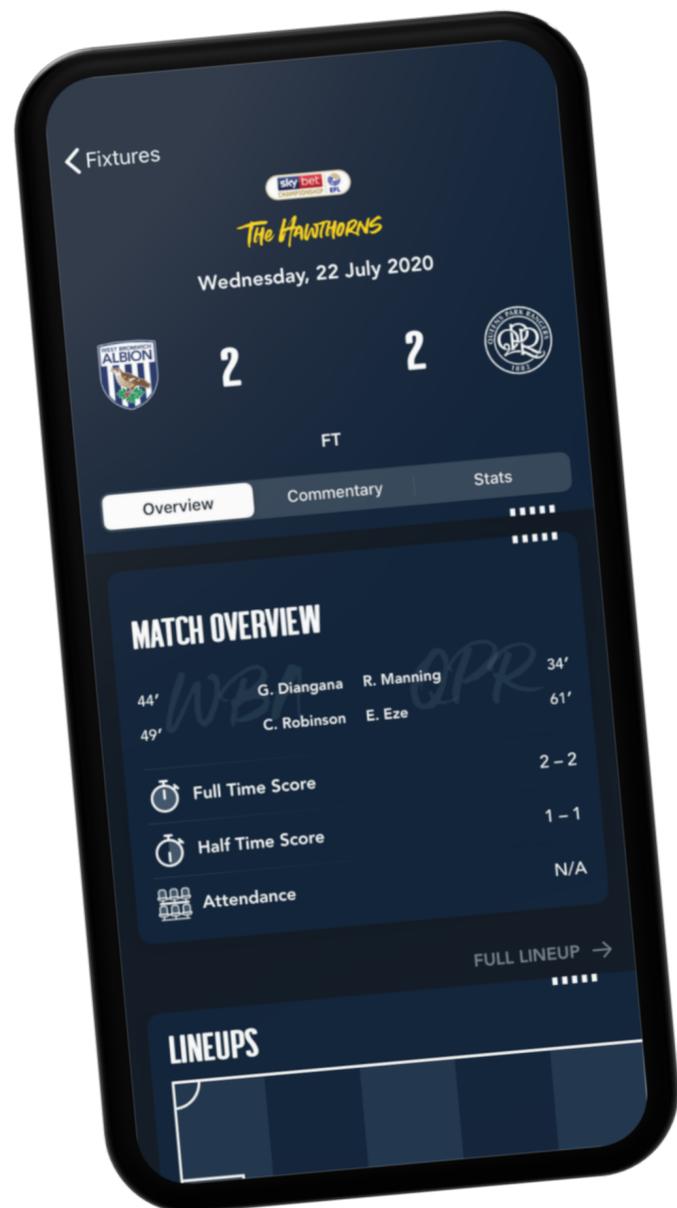
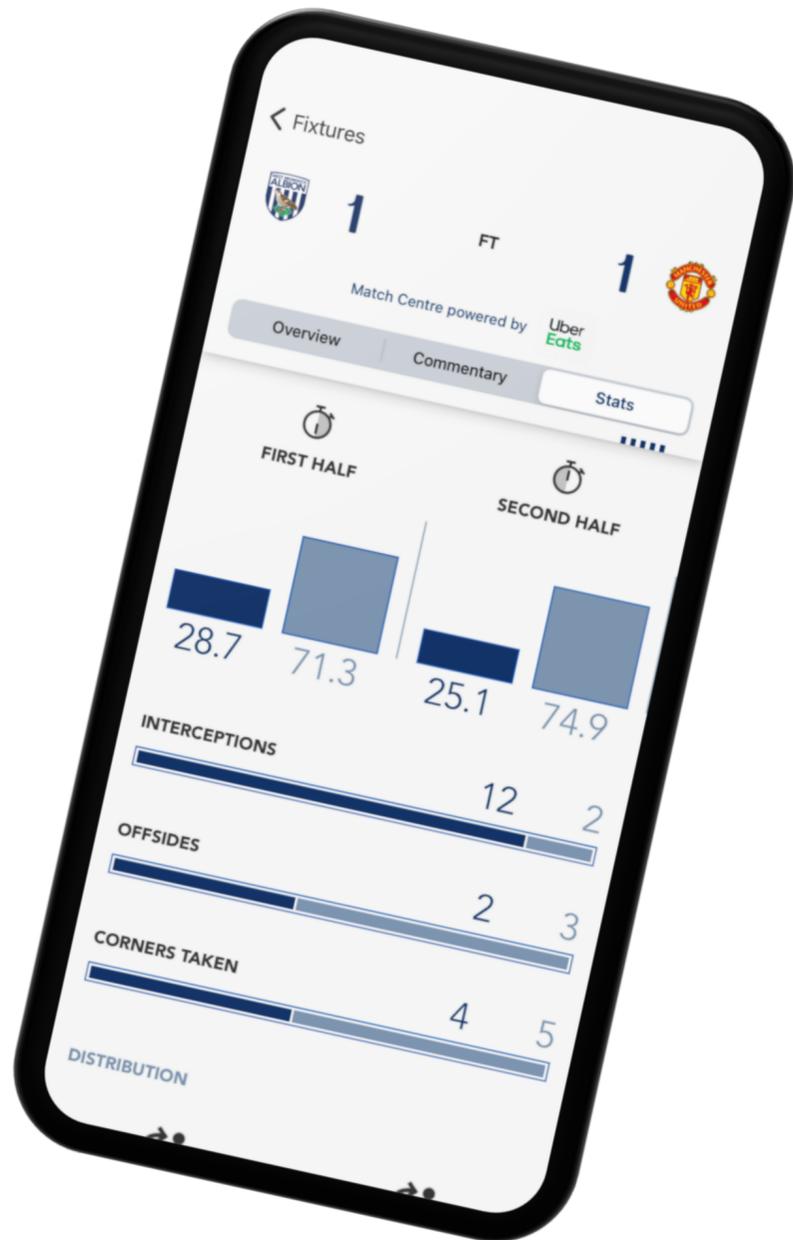


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LINEUPS

	27 D. O'Shea	19 R. Sawyers	29 G. Diangana
	5 K. Bartley	7 F. Krovinić	47 C. Robinson
	1 S. Johnstone	6 S. Ajayi	8 J. Livermore
	2 D. Furlong	12 Matheus Pereira	

We are delighted with the launch of the WBA App, the next phase of our Digital Evolution at West Bromwich Albion. The fresh design of the new website has been replicated perfectly within the app and it delivers a considered user-experience that we believe will enhance our supporters' digital interactions with the Club, not just on a match-day. We are excited to continue our digital journey with Other Media after such a successful and well-received start to the project.

Laura Gabbidon
Head of Marketing
WBA



Ospreys Rugby

iOS & Android app
Responsive website



Dynamic Bold Rugged

Ospreys are a forward-thinking rugby club; a globally recognisable brand with their distinctive mask logo, and they are harnessing the power of digital to connect with their fans. We have crafted native iOS & Android apps as well as a responsive website, all powered by our Clubcast Fan Experience Platform.

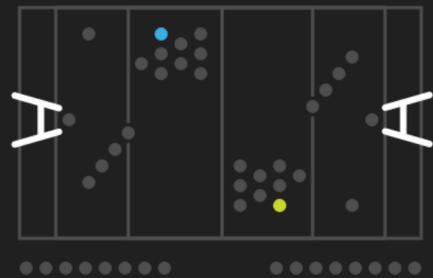


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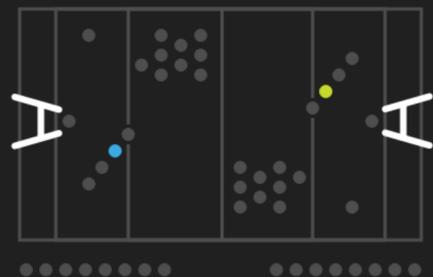
**BLINDSIDE
FLANKER**

6



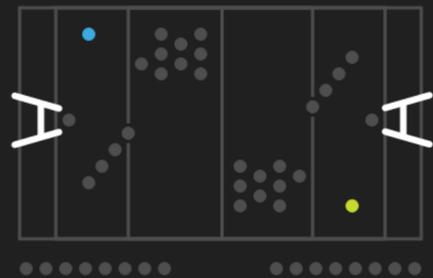
**INSIDE
CENTRE**

12



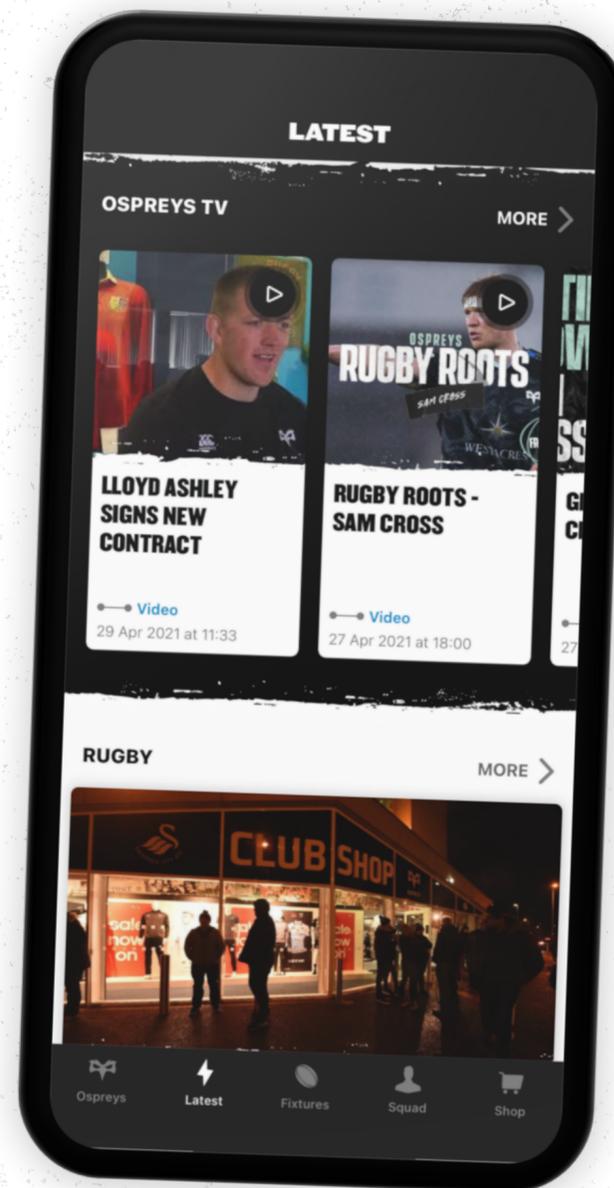
**LEFT
WING**

11



Ospreys European Rugby Challenge Cup

EUROPEAN RUGBY CHALLENGE CUP												
	P	W	D	L	F	A	TF	TA	TB	LB	+/-	Pts
1 LONDON IRISH	2	2	0	0	60	25	9	3	2	0	35	10
2 OSPREYS	2	2	0	0	77	44	9	6	2	0	33	10
3 CARDIFF BLUES	2	2	0	0	61	20	7	2	1	0	41	9
4 LEICESTER	2	2	0	0	67	37	7	3	1	0	30	9
5 ZEBRE	2	1	1	0	43	41	5	4	0	0	2	6
6 AGEN	2	1	0	1	36	34	5	5	1	0	2	5



Areas

Expertise

Problem

Approach

Solution

Implementation

Contact

Contact

Want to hear more about how we can help you transform your club's digital channels to work harder for you?

Then get in touch.

George Crabb
Managing Director

george.crabb@othermedia.com
+44 020 7089 5959
other.media



