

MEET THE SHORTLIST FOR:

BEST APP

FISHBRAIN

Fishbrain is designed to bring fishing into the digital age. With over seven million users worldwide, the free-to use app creates the best possible fishing experience with insights, gear ratings and reviews, as well as an interactive map. Fishbrain claims to be one of the most valuable and rewarding tools in an angler's tackle box.



FISHBRAIN

GAMEON, SKY SPORTS JEFF BOT

GameOn created a chat bot that mirrors the personality of Sky Sports' Soccer Saturday host Jeff Sterling. The bot keeps fans up-to-date on their favourite Premier League and Championship sides, delivering the latest news, live scores, fixtures tables, odds and individual player stats. Within 24 hours from launch the Jeff Bot achieved 10,000 signups, with the average user sending 35 messages.



LAGARDÈRE, WEST HAM UNITED APP

Lagardère Sports created West Ham's new app with the aim of engaging fans for longer on match day. The app had to have social appeal for the younger demographic and create habitual behaviour to keep week-long engagement. The resulting app included selfie filters, live audio commentary, an online store and ticketing. This created a significant new digital revenue stream for the club.



MAJOR LEAGUE SOCCER MOBILE APP

Having put its club network to the fore via its app, including the merger of 24 databases, MLS has created a deeper fan experience. The goal is to emphasize club awareness through club content, use of club colours and bold typography. This app is now the 'one-stop-shop' for all things MLS.



[SEE PRODUCT VIDEO](#)

MATCHPINT

MatchPint facilitates and amplifies the social viewing of sport by connecting sports fans, pubs and brands. The app helps sports fans find the best venue to watch their chosen match and invite friends then rewards them accordingly. MatchPint also gamifies and amplifies the experience in the pub, such as the FIFA World Cup promotion, which enabled fans to win free Budweiser.

MATCHPINT
YOUR BEST MATE FOR SPORT

[SEE PRODUCT VIDEO](#)

SPORTSCASTR

SportsCastr brings social, live video streaming to the sports media industry, enabling fans to choose or be the commentator. For all sized teams, leagues and rights holders, it makes broadcasts instantly global, interactive and personalized. Sports fans are offered an entirely new, customizable, interactive experience and the digital gift economy lets viewers reward and interact with their favourite commentators.

**SPORTS
CASTR™**

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