

# MEET THE SHORTLIST FOR:

## BEST TECHNOLOGY FOR FAN ENGAGEMENT

### BBC SPORT VR APP FIFA WORLD CUP RUSSIA™

BBC Sport VR 2018 FIFA World Cup Russia™ app was a new service which worked on PlayStation VR, Oculus Go, Samsung Gear and iOS. Viewers, using a headset, enjoyed a fully immersive stadium environment, as well as commentary, a 180-degree pitch view, and could also switch to cameras behind both goals, see highlights from all games and feature content in 360-degree video.



### CTP, YOUR CALL FOOTBALL

Your Call Football allows fans to watch and influence real, live professional football games. YCF's patented technology allows fans to choose plays and compete to see who the best play-caller is. As fans watch live stream games on YCF's app, coaches transmit a bundle of three plays through the app. Fans vote, and the majority-voted play is relayed to coaches, then executed by YCF's professional football players on the field mere seconds later.

[SEE PRODUCT VIDEO](#)



### DIMENSION DATA, TOUR DE FRANCE 2018

In 2015 Dimension Data became the Tour de France's Official Technology Partner, giving the race real-time data which enhanced fan viewing experience and attracted a new generation of digitally-savvy fans. Since then, Dimension Data has used innovative technology and data-led storytelling to consistently bring innovation to the viewing experience of the Tour de France.



### FORMULA 1, GOODFORM, F1 FAN VOICE

F1 Fan Voice, an online global research community for F1 fans, was launched in April 2018. F1 Fan Voice capitalises on the unique levels of engagement amongst sports fans via innovative use of online market research panel technologies. All members of the F1 community can be invited to take part in research instantly – with results immediately available for viewing. This has fundamentally changed the culture of the business at F1.



### FORMULA 1, MESH, PROJECT FANZONE

Meshh deployed sensor technology to understand spectator footfall, allowing their clients to analyze attendees/spectators behavior. F1 engaged Meshh to deliver this insight around its race circuits to maximize commercial revenue/spectator engagement. Meshh deployed its technology at the 2017 US Grand Prix; this resulted in the F1 Grand Prix event app and merchandise stores at 2018 races.

[SEE PRODUCT VIDEO](#)



### XPERIEL, REALWORLD WEB

Xperiel creates interactive, social and gamified experiences, connecting the digital/physical worlds, incentivizing consumer behavior and loyalty via its unique IoT application - the Real World Web. Its client, The Jets, turned MetLife Stadium into a real-life game console which enhances fan experience, sponsor exposure and connects with consumers via immersive experiences.

[SEE PRODUCT VIDEO](#)

