

NBA All Star Weekend 2010



Overview

NBA All-Star Weekend is held at the halfway point of the NBA season at varying locations across the U.S. It is one of the league's biggest attractions for fans, featuring a slam dunk competition, hall of fame nominations, a 3-point shooting contest and the All-Star game itself.

Challenge

The NBA Digital team set out to share the experience of the event as it happens with those fans from around the world that would not be able to attend in person. The goal was to deliver real time, "behind the scenes" video content about the All Star festivities and parties, as well as VIP and celebrity sightings.

In addition to creating authentic content for remote fans, the team also sought to find an easy and quick way to enable attending fans to produce user-generated content that would be available to all visitors of NBA.com.

“We wanted to make our content available to fans whenever, wherever they are, and take advantage of the monetization opportunities.”

- Bryan Perez, Senior VP & GM of NBA Digital

HIGHLIGHTS

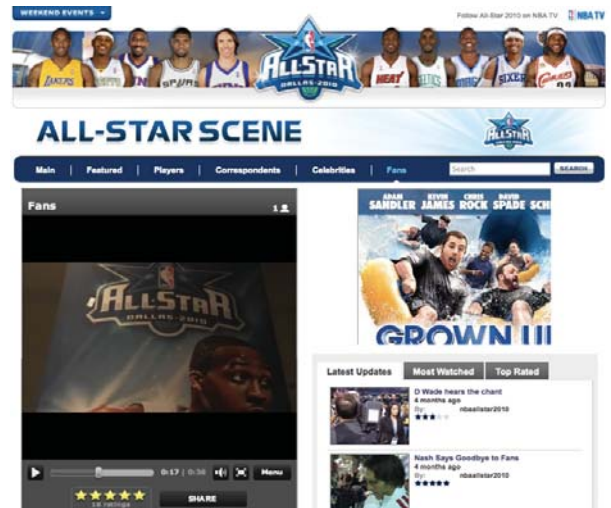
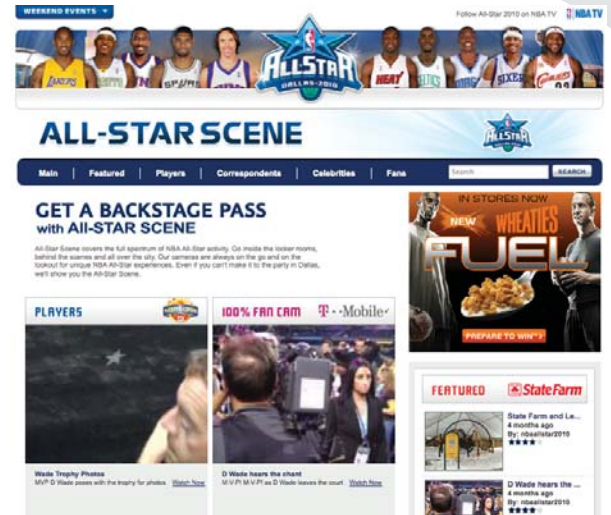
- **2.6M shows viewed**
- **265 total shows produced in real-time**
- **Record 17M video streams through All Star Weekend**

source: NBA Digital Press Release

Solution

Given that the NBA had already successfully partnered with Kyte the previous year, the NBA Digital team decided to once again use the Kyte Platform for the All-Star Weekend 2010 to create a micro-site for the event.

- Five channels of content were established: Players, Fan Cam, Correspondents, Celebrities and Featured
- Kyte Desktop Producer was used to upload “behind the scenes” videos directly to the respective channel (Players, Celebrities, etc.)
- User-generated content was easily uploaded by fans and managed by the NBA Digital team through the Kyte Console
- All videos were searchable using keywords.
- Viewers could share video links on Facebook, Twitter and Myspace, or simply send them to their friends via email
- Community engagement was highly encouraged by enabling user comments and ratings for the live-stream and on-demand content.
- Videos were auto-ranked according to preset criteria including most popular or highest rated to bring the best content to the top of the show browser.
- Pre-roll advertisement was implemented for all videos to effectively monetize the content in each of the five channels.



Results

- A record 17 million video streams were viewed on All Star weekend, up 20% from last year’s record, with an astounding 4.95 million video streams on Sunday alone.
- A total of 2.6 million shows viewed on the website since the launch in February 2010.
- Live coverage on NBA.com saw the highest traffic on the site during any of the All-Star Weekends.
- Kyte Console, the comprehensive, enterprise-grade content management and analytics solution, was used to seamlessly manage and organize all media assets for the event, as well as moderate all comments.

source: NBA Digital Press Release