

A background image of a MotoGP race, showing several motorcycles leaning into a turn on a track. The image is overlaid with a semi-transparent red filter and diagonal lines.

MotoGP™ hits 30M social followers

Fan engagement with social video



INTRODUCTION



MotoGP, the Grand Prix motorcycle racing association, reached over 30 million social media followers in September 2020.

+30M FOLLOWERS

Dorna Sports is the exclusive commercial and television rights holder of MotoGP. It has been a leader in the sports industry in using real-time and live social video to grow its audience and connect with MotoGP fans. Reaching the 30m landmark is a huge achievement for the sport and illustrates the demand for sports on social media.

This report will explore MotoGP's content production workflows, its partnership with Grabyo, and how the championship uses video across multiple platforms to grow its audience.

REAL-TIME RACE UPDATES



During races, MotoGP publishes highlight clips to its social channels in real-time



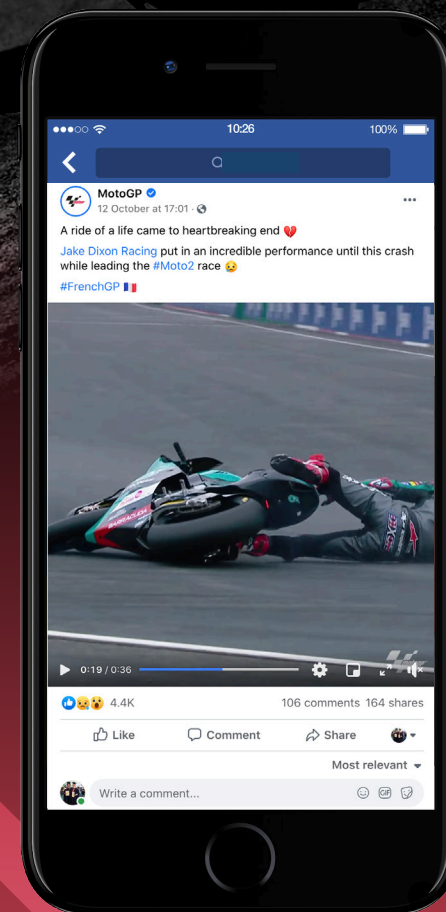
Motorcycle fans are never far away from updates, no matter which device or social platform they use



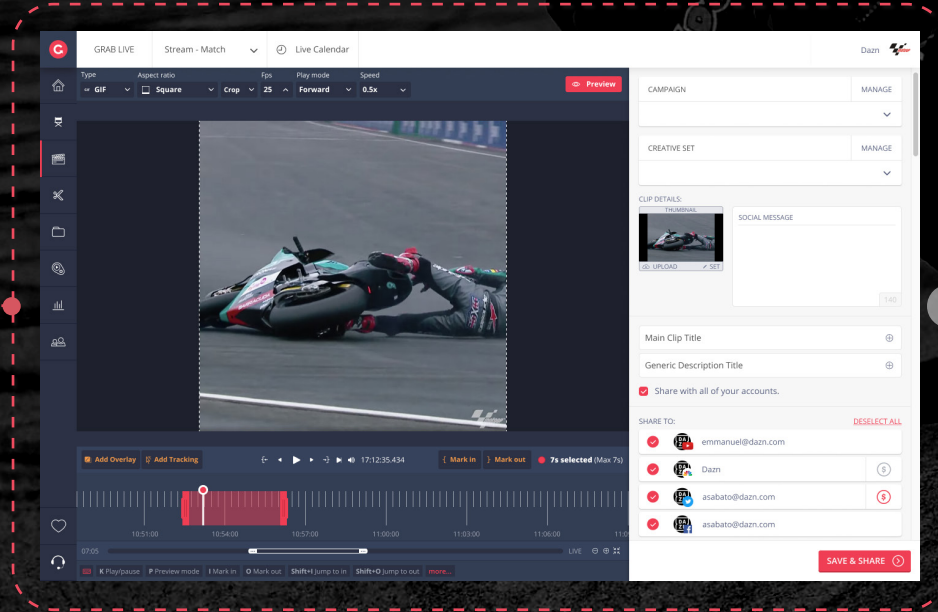
Using Grabyo, all of MotoGP's clips are branded to ensure maximum visibility and drive social account growth



Accessing near-live clips on social media is important for sports fans. Conversations happen on these platforms in real-time, with audiences always looking for the next piece of new content. While quantity is important, it is vital that publishers maintain a consistent level of quality and tone. Speed matters most, the first to publish benefit from the most viral distribution from fans.



REAL-TIME RACE UPDATES



MotoGP uses Grabyo Studio, a live clipping, video editing and cloud production platform that enables digital teams to deliver instant highlights and live clips to social, mobile and online platforms.

MotoGP's digital team ensures it utilizes important moments from a race to bring the entire experience online - a mix of crashes, light-hearted moments or exhilarating overtakes, its team use Grabyo to capture and package every moment for social audiences.

Grabyo's 2020 At Home Video Trends Report found that 66% of UK sports fans watch video regularly on social media platforms.



ENGAGING PERSPECTIVES

↑ Social video engagement is a key channel for keeping the attention of a new audiences and casual fans, video needs to be optimised for mobile viewing

↑ To provide more engaging insights into the sport, MotoGP makes use of on-board cameras, fitted to each rider's motorcycle, to give a rider's perspective from the track

↑ These clips are distributed when the race is live, putting fans on the track to experience the action first-hand

The additional perspectives make the sport more accessible, enabling viewers to appreciate the aesthetics, speed and incredible race action on the circuits. The clips are also well suited to mobile and social viewing with fans encouraged to share the most compelling action with friends and other motorsports fans. The content is made to be shared, which is why it works so well.



Sports fans have come to expect more than highlight clips on social media. Leagues and teams now offer content from the TV broadcast as well as raw, unfiltered perspectives and behind the scenes action. Offering a broader content mix appeals to a much wider audience, beyond traditional motorsports fans.

LIVE VIDEO ENGAGEMENT



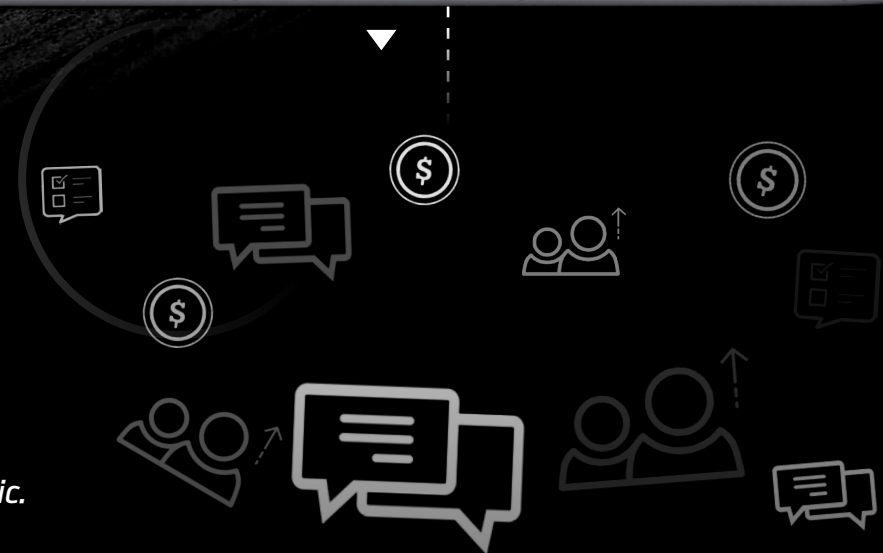
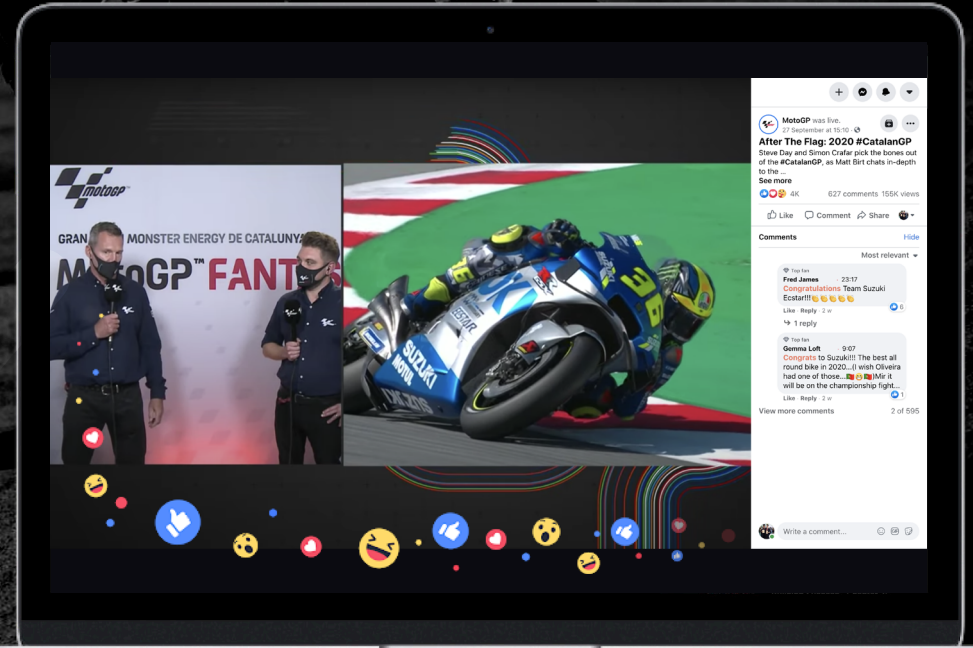
Sports fans want to be as close to the action as possible while sharing the experience with other fans, all sports organizations have to meet this challenge

With some races cancelled in 2020 with the pandemic, and fans restricted from accessing the events, MotoGP has bolstered its live broadcasting efforts during 2020

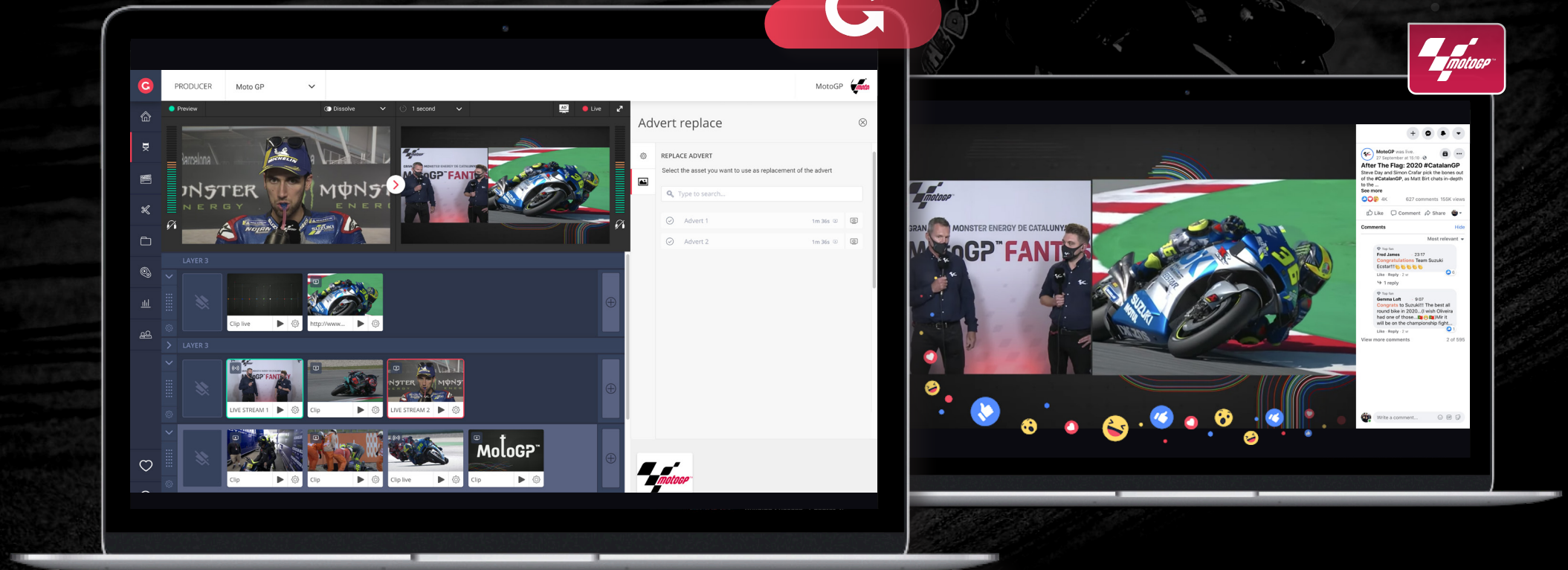
The team has begun broadcasting live, social shows to Facebook and YouTube before and after every race, taking audiences through the paddocks and interviewing drivers, commentators and members of the racing teams



Reducing the distance between sports and fans has been more important than ever in 2020 whilst fans are unable to attend sporting events with the restrictions of COVID-19 regulations. Social media platforms have provided valuable second screen experiences for fans to connect with their communities, and get an inside look into how sports operate behind the scenes, a trend that is likely to remain moving forwards. Watch parties, alternative commentary and “zoom-supporters” in stadiums may last beyond the pandemic.



LIVE VIDEO ENGAGEMENT



Using Grabyo Producer, MotoGP's production team can produce live broadcasts remotely from anywhere in the world, using a web-browser on a laptop/PC with an internet connection. Grabyo has direct integrations with all major social and digital platforms for live streaming and video delivery.



One of the benefits of moving digital production to the cloud is the agility and scalability it offers. Sports organizations are able to quickly react to trends, and changing dynamics of the market and shift strategies to produce content quickly.

24/7 ACCESS FOR ALL



Outside of race days, MotoGP allows fans to engage with the sport 24/7, on any platform or device



The MotoGP content strategy to cater for varying levels of access



From casual fans watching crashes to die-hard fans taking deep-dives behind the technology and tactics of motorcycle racing

For the die-hard fans, or those wanting to learn more about MotoGP, the content team publishes regular social-first segments such as #TechTalk, which explores the mechanics and technology of MotoGP.

Fans are also able to discover or relive past races with archive and 'rewind' content, some of which contain previously unseen footage.



Keeping a core sports audience engaged whilst growing a new fanbase is a challenge. The most successful sports offer varying levels of access, target the content proposition for different users, make sure video is optimised for different platforms and use live streaming to engage the audience in real time. The evolution of cloud video technologies has made this affordable and much easier to achieve.

ESPORTS GROWTH



With no live sport taking place in the summer of 2020, MotoGP had to switch its content focus in order to keep fans engaged

Like many others, it took the opportunity to expand coverage of eSports

To capture a broader cross section of racing and gaming fans, MotoGP used real riders from the championship in the eSports events

Alongside its established MotoGP™ eSports Championship, MotoGP took physical races online too. It replaced the postponed Spanish Grand Prix in May with a virtual race, dubbed the #StayAtHomeGP.

MotoGP was able to capitalize on the growth of eSports and the reach of its talent to create an engaging, digital event for fans to watch while at home. It was also able to promote sales of the MotoGP 2020 video game across Xbox, PS4 and PC.



TIP

eSports have surged in popularity in 2020. The most effective way of transitioning physical sports fans to eSports is to create an overlap as with the Spanish #StayAtHomeGP. Having popular riders compete and inviting participation from the audience creates a more engaging experience for casual gaming fans.

ESPORTS GROWTH



The MotoGP™ eSport Championship was launched in 2017

Gamers from all over the world can compete to take part in the tournament

Using specialized in-game cameras and operators, the esports tournament viewing experience is visually similar to MotoGP, which helps to capture the cross-section of racing and gaming fans

The 2020 MotoGP™ eSport Championship Global Series is broadcast to all of MotoGP eSports social channels using Grabby Producer, a cloud production platform that enables it to deliver broadcast-quality live streams to multiple destinations simultaneously.





Manel Arroyo
Managing Director, MotoGP

“It has been a challenge to continue our content output while our environment has been unpredictable. Our number one priority has been to serve our fans the best we can, and we are delighted to have built a community of over 30 million fans. This year has forced us to get creative and find solutions that enable us to maintain the quality and quantity that our fans expect. Taking advantage of the scale and flexibility of cloud technologies has enabled this for our team. Using Grabyo allows us to react quickly and continue to deliver high-quality productions regardless of where individuals are located.’



Gareth Capon
CEO, Grabyo

“MotoGP is a leading example of how to deliver a meaningful content strategy for modern sports fans. We talk a lot about being truly multi-platform, but MotoGP has been able to take this to the next level and give racing fans exactly what they are looking for. Building on eSports and moving to remote production for digital and broadcast was delivered seamlessly. We look forward to continuing to work with the team to drive greater innovation and give the fans what they want.’

ABOUT US

Grabyo is the leading cloud video platform. Grabyo's lightweight services are the future of broadcast - equipping partners with the tools to manage agile video distribution strategies across all major digital, OTT and social platforms.

Delivered as a SaaS platform and accessed through a web browser, Grabyo is trusted by major publishers and rights holders across the world. The platform has strategic partnerships across OTT, social media and broadcast including Twitter, Facebook, YouTube, Instagram, Twitch and Snap. In 2019, Grabyo partners created over 650,000 clips and 17,500 live broadcasts, generating more than 12 billion video views.

To find out how Grabyo can help you action the results of this report, get in touch with us at hello@grabyo.com.

