

UCL Fantasy Social Media Strategy



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UCL Fantasy Social Media Strategy

What is it?

The new strategy involves leveraging content creators and influencers for the UCL Fantasy app.

What is the UCL Fantasy App?

UCL Fantasy is an digital sport engagement platform where users create virtual teams of 11 players each matchweek from the best teams in the UCL.

Why are we doing this?

Although the game recorded 2.4 million users last year, retention levels were 8.3% which is lower than average. For comparison, FPL which is a similar app based on the Premier League has a level of 31.8%.

What Will We Do?

Partner with fantasy football content creators in the field to create engaging content that will highlight the unique user experience of the app.

How will we do it?

YouTube and YouTube Shorts. Youtube has 2.6 billion users with Youtube Shorts recording 1.5 billion users. This audience garnered 30 billion daily views. YouTube is a popular fantasy platform.





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Target Demographics



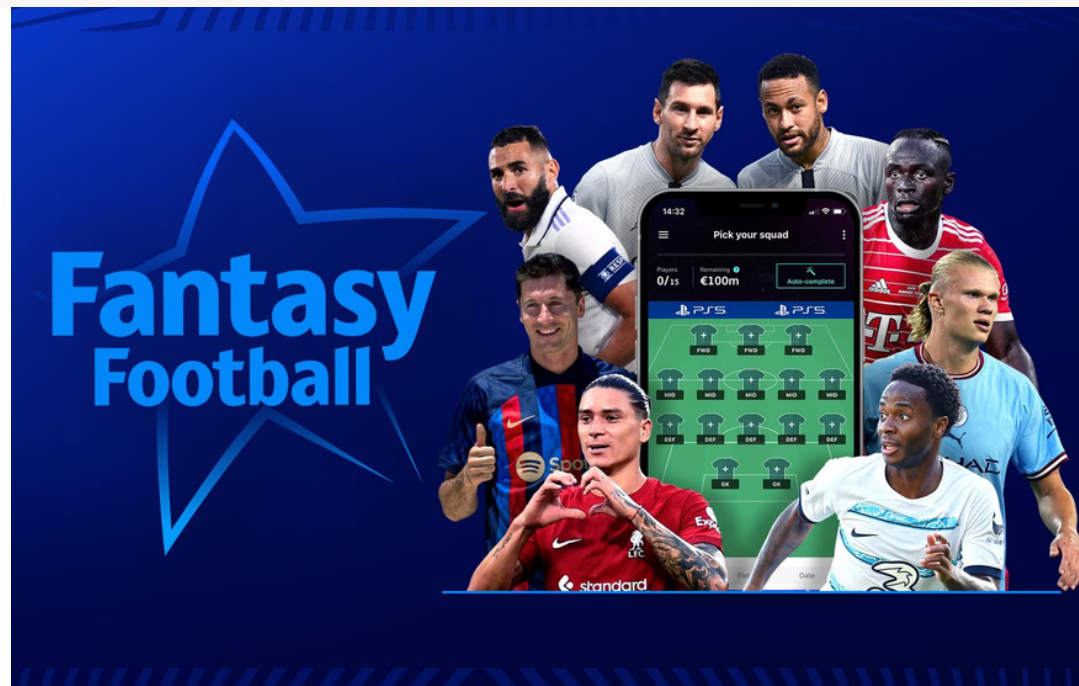
Market Trends/Drivers



Social Media in
Fantasy Sports



- 81 million USA fantasy football users.
- APAC fastest growing region, 15% CAGR fantasy sports growth.
- 409 million millennials in China and India combined.
- 19% of fantasy sports participants are female, increasing due to social media.





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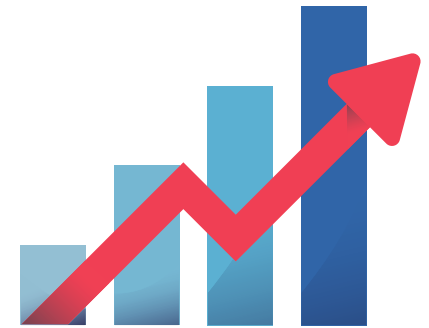
Target Demographics



Market Trends/Drivers



Social Media in Fantasy Sports

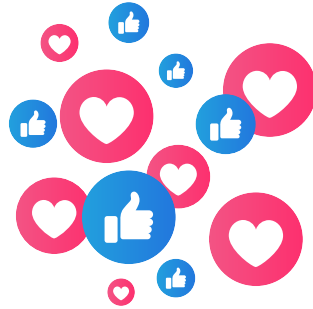


- Global fantasy sports market growing at 12% CAGR. Fantasy football is worth \$3B currently.
- 60% of fantasy players engage with that sport more often.
- 59% of mobile gamers download a game within a day of discovering it.
- India is the fastest growing fantasy sport market with CAGR of 32 percent.



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Target Demographics



Market Trends/Drivers



Social Media in Fantasy Sports

- 60% use social media while watching sports.
- 75% watch sports online in APAC, Middle East, Africa.
- 57% of fantasy players have higher Instagram usage.
- 50% of Gen Z want supplementary content on social.

UCL FANTASY UNTAPPED POTENTIAL

- 2.4M UCL Fantasy users vs 11M Fantasy Premier League
- UCL retention rate 8.3% vs 31.8% for Fantasy PL. Good potential to grow
- Fantasy PL leverages podcast, YouTube, Twitter engagement
- UCL can collaborate with existing fantasy football creators
- 25% sports fans also enjoy fantasy sports and esports

KEYS TO SUCCESS:

- Laser-focused user acquisition and retention campaigns leveraging influencers, emerging social media platforms, and continual in-season engagement.
- Strategic collaborations with major fantasy football content creators to co-develop programming and optimize app experience
- Rigorous tracking of key performance indicators for registrations, usage, referrals, and sentiment to quantify growth and respond rapidly



Success Case Study.

FANTASY PREMIER LEAGUE

- Projected 12 million users in 2023-24
- The FPL app has a podcast which is held weekly on its app and also streamed on YouTube and Twitter.
- The FPL show is a network broadcasted show which invites fantasy content creators every week to talk about strategies, players etc.



- This has increased engagement levels are 32% showcasing that interacting with your audience helps retention.
- Content creators release 4-5 videos a week to engage with their audience



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