



Social Soccer

selected digital extensions for the
2014 FIFA World Cup™ Brazil

Teresa Gehling, Henner Herwig Jürgens
VAST MEDIA GmbH & Co. KG, Germany



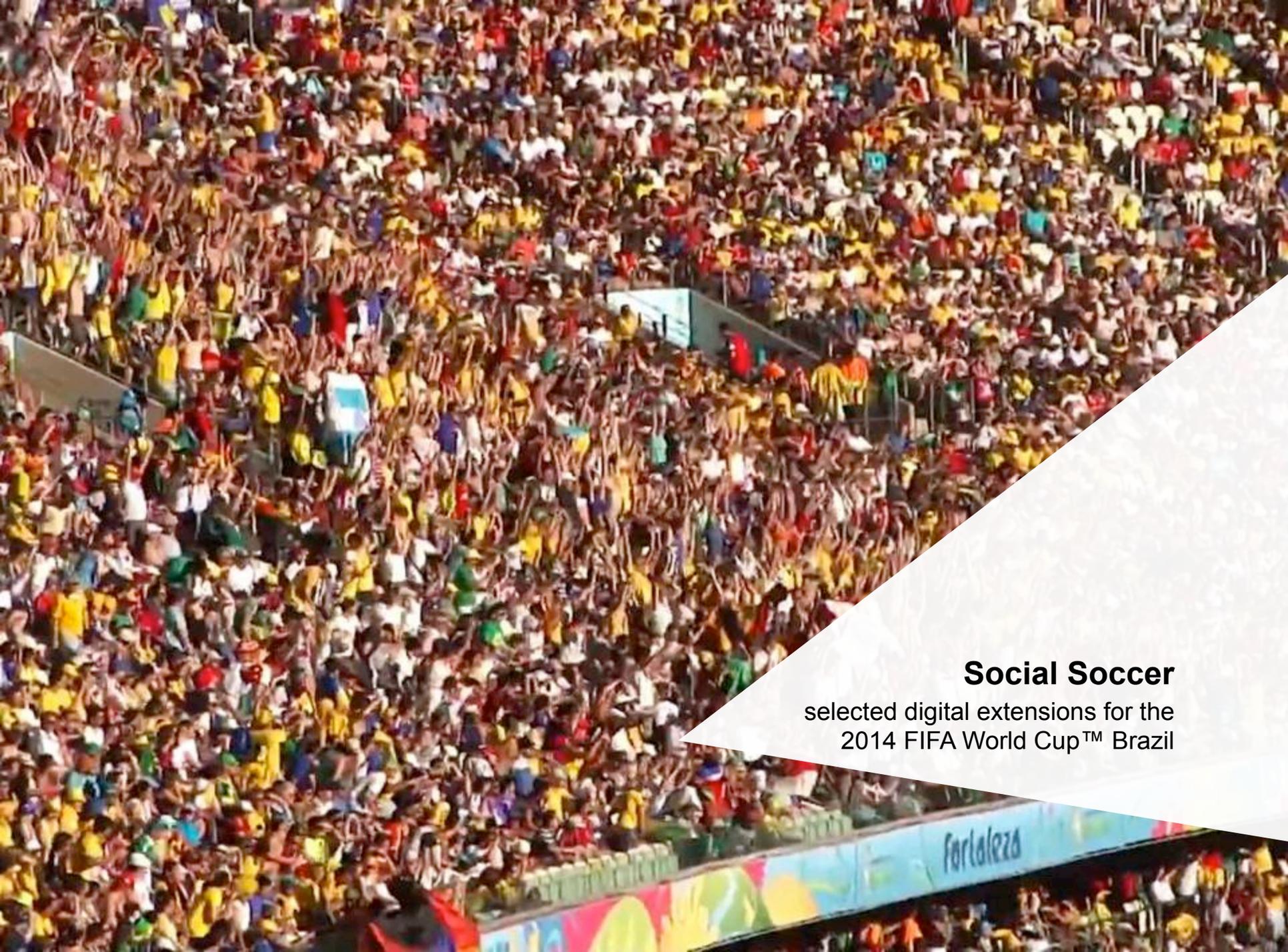
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On June 12, the eyes of the world turned to Brazil to witness the kick-off of the 2014 FIFA World Cup. For more than four weeks, soccer fans from all over the world follow the matches, cheer for their national team, celebrate their victories and mourn their team's defeat. Soccer has always been a great social event. This year's World Cup, however, is more social than ever and marked by the omnipresence of social media. Social platforms take a leading role in driving the conversation around the tournament and are also having a great impact on the TV broadcasters' coverage of the event.

Consequently, not only the participating national teams prepared for the World Cup, also brands, the broadcasters and social networks geared up for the tournament by launching a variety of social features that provide soccer fans with comprehensive and innovative coverage of the event. Also FIFA itself launched an extensive social hub on the official World Cup website, tracking and aggregating the global social buzz surrounding the tournament, the participating teams and players.

As the two biggest social platforms to date, especially Twitter and Facebook are fighting their own World Cup battle when it comes to real-time conversation and coverage of the event. Both networks have launched dedicated social hubs and sites that enable fans to not only easily keep track of the latest news, matches, scores and statistics about players or teams but also to follow and join the global conversation and share the biggest moments with their friends and other soccer enthusiasts.

Facebook launched 'Trending World Cup', a hub that offers fans real-time scores and news as well as social feeds from teams and players. Users are able to display posts of their friends in the hub and share comments about the games. On Twitter, fans have the opportunity to catch up with all 64 games in real-time as an updated timeline is displayed on the left side of the page throughout the tournament. In addition, Twitter launched 'The World Cup of Tweets', an alternative tournament in which the World Cup winner is determined not by goals on the field, but the number of mentions the teams receive on Twitter.

The numbers indicate that this year's World Cup indeed marks another step in the increasing influence of social media on sports events. On Facebook, the opening match between Brazil and Croatia alone caused more than 140 million interactions from about 58 million users, while Twitter reports 12.2 million tweets about the opening match during its live broadcast around the world. After the group stage was completed, Twitter revealed more facts and figures about the World Cup buzz on its network, reporting more than 300 million tweets using the hashtag #WorldCup (with peaks of roughly 400,000 Tweets per Minute) since the tournament has officially started – already more than half the number of tweets that have been counted during the whole duration of the 2012 Summer Olympics in London.

Naturally, the official host broadcasters also recognize social networks' role as a perfect companion and conversation tool for fans all around to world. The British channel ITV for example asked viewers to tweet pictures of their best goal celebration faces using the hashtag #goalface and German pubcaster Das Erste wanted fans to show how they celebrate the German national team by encouraging viewers to post their own version of one of the main player's iconic cheering pose on Facebook or Twitter. The best pictures were also featured on-air.

Apart from the conversation and engagement on social networks, there are multiple digital platforms and apps that enable viewers to follow the matches on the screen of their choice, no matter where they are. Latest research shows that viewers of the World Cup are likely to switch to another device than their 'ordinary' TV screen. 60% use their smartphones to keep up with the matches, 65% are likely to use digital platforms to stream from and another 60% use apps to follow the tournament. It is therefore no surprise that 'WatchESPN', the mobile streaming app of US sports channel ESPN, set a new record with a total of 1.1 million unique viewers during the opening match on June 12 - an increase of 132% compared to the opening match of the 2010 World Cup.

What follows is a selection of social activations, apps and campaigns of broadcasters and social networks showing how and why the 2014 FIFA World Cup is not only a sports but a social event allowing soccer fans to experience the tournament closer than ever.

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1) For the FIFA World Cup 2014 in Brazil, world soccer federation FIFA - in cooperation with sponsor adidas - published a comprehensive 'Social Hub', that tracks the global buzz around the tournament, the participating teams and players. The responsive website has been developed by Mass Relevance.

2) The Top Trending Section indicates which teams and players are being discussed most in social networks. Users can choose between a team or player view, displayed in a grid or as a list. While only the Top 10 most discussed players or teams are displayed in the grid view, ...



Top Trending

TEAMS PLAYERS View: Grid / List

Sort by: Rank / Country Search for a Player

1	 Lionel MESSI Argentina	9,132 MENTIONS PER HOUR	11,463,815 TOTAL MENTIONS
2	 Luis SUAREZ Uruguay	6,298 MENTIONS PER HOUR	2,418,405 TOTAL MENTIONS
3	 Johnny HERRERA Chile	5,540 MENTIONS PER HOUR	807,417 TOTAL MENTIONS
4	 CRISTIANO RONALDO Portugal	4,211 MENTIONS PER HOUR	7,711,111 TOTAL MENTIONS
5	 NEYMAR Brazil	3,825 MENTIONS PER HOUR	10,000,876 TOTAL MENTIONS
6	 Xherdan SHAQIRI Switzerland	3,536 MENTIONS PER HOUR	364,111 TOTAL MENTIONS
7	 JO Brazil	3,417 MENTIONS PER HOUR	2,111,111 TOTAL MENTIONS
8	 Mario BALOTELLI Italy	3,371 MENTIONS PER HOUR	2,511,111 TOTAL MENTIONS
		2,721 MENTIONS PER HOUR	933,111 TOTAL MENTIONS
		2,663 MENTIONS PER HOUR	1,611,111 TOTAL MENTIONS

4) By clicking on the image or the name of a player or a team, an overview pops up which contains further information about their social media statistics. On top of the website, users can check the Fan Buzz or have a look at The Player's Voice, a social stream, which aggregates posts from different official social media accounts of the players.

3) ... the list view shows the 300 most popular players. The list can be filtered by rank or country and allows users to search for a specific player. In addition, users can see the amount of total mentions and mentions per hour displayed next to the name of the player or teams.

Top Trending

TEAMS PLAYERS



NEYMAR
TEAM BRAZIL, GROUP A

FAN BUZZ

99% ↑

↓ 1%

PLAYER STATISTICS

3,825
MENTIONS PER HOUR

66
TWEETS PER MINUTE

10,000,876
TOTAL MENTIONS

THE PLAYERS' VOICE

TWITTER FACEBOOK INSTAGRAM

 Neymar Jr @neymarjr
Papai Tava com Saudade !!! S2 pic.twitter.com/25T6qEHpZZ





5) The Live Activity Map shows the global conversation about the FIFA World Cup on Twitter in real time. The number of Tweets per minute, per hour and in total are displayed above the map. Below the map, the profile pictures of currently active Twitter users appear.

6) If a green dot pops up on the map, a new Tweet has just been written. By clicking on one of the dots, the new Tweet appears and can be instantly retweeted, favored or answered.





7) The displayed Tweets can also be filtered by teams or matches.

9) By choosing one of the photos, a detailed view opens including the corresponding Tweet or Instagram post. Fans can use the text box above the Social Wall to post a comment referring to the picture directly on Twitter or Facebook.

Global Conversation

#JOININ THE CONVERSATION #worldcup

Filter by: Select A Team Select A Player Select A Match Show All

ALL FANS PLAYERS CELEBRITIES

8) A selection of the world's communication about the World Cup on Twitter, Facebook and Instagram is also collected on a Social Wall. Users can decide whether they want to display all Tweets or only posts from either fans, players or celebrities. Furthermore, Tweets can be filtered by teams, players and matches.

Global Conversation

ALL FANS PLAYERS

Filter by: Select A Team Select A Player Select A Match Show All

Rehan M. B. Arshad @banOfTheWorld #worldcup #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014 #worldcup2014

benwedes a day ago
Auf dem Weg nach Recife#wbrasil#beretwien#manuelneuer#USAGER

1) For the FIFA World Cup 2014 in Brazil, social network Facebook has launched 'Trending World Cup', a dedicated hub that allows fans to follow the sports event as it unfolds.

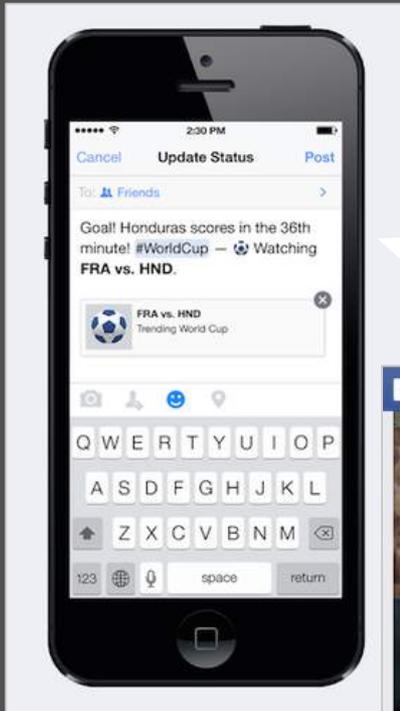


3) Additionally, Facebook implemented an interactive map that shows where the fans of some of the World Cup's athletes - based on Facebook likes - are located. Each image of the player on the bottom of the page has a different color allocated on the map. Users can filter the information by city or country. The dots indicating the cities vary in size depending on the amount of Facebook likes generated in this area.



4) The colors of the countries vary in tone depending on how many fans a player has in this nation. By mouse-over, information on the popularity stated in percentage and the countries rank is displayed.





5) Furthermore, users can share the specific match they are watching during the World Cup by simply tapping the smiley icon and select 'watching' before sharing a post.



6) Facebook has also set up a 'Facebook Ref' page, its own "official" for the tournament that posts comments and updates about the matches.

7) Users can get to the 'Trending World Cup' section by either visiting facebook.com/worldcup, or by clicking on World Cup in the Trending section on the right-hand side of the News Feed. If friends share that they are watching a specific match, users can also get to 'Trending World Cup' by clicking on their post. If the 'Facebook for Every Phone App' is used, users can just tap the soccer icon on the home screen.





1) What if the World Cup winner of 2014 wasn't determined on the football pitch but chosen by the number of mentions on Twitter? To get to the bottom of this question, Twitter launched 'The World Cup of Tweets' bracket several days before the first kick-off on June 12.



2) The 'World Cup of Tweets' website features an interactive chart which displays all 32 participating teams. At first, users have to choose from a drop-down menu which team they would like to support during the FIFA World Cup. Next, they need to click on a button above the menu in order to cast a vote for their favorite soccer team.

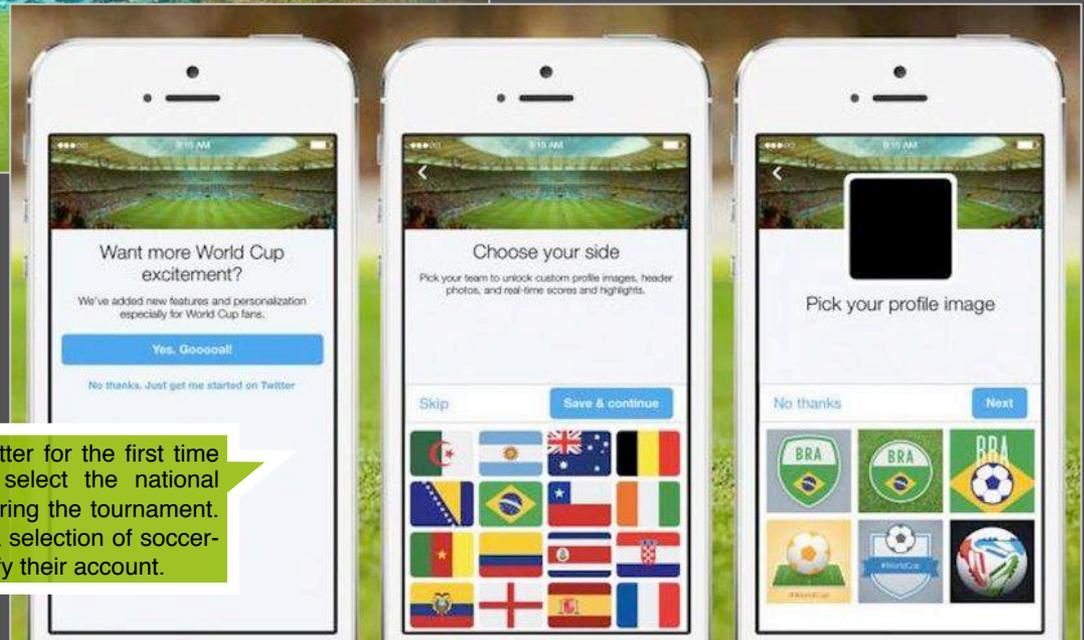


3) Users can check which team has a larger number of supporters on Twitter as the ones with more mentions proceed to the next round. Additionally, fans can visit the personal Twitter account of each team by clicking on the related box.



1) The FIFA World Cup 2014 is one of the most discussed sports event in the history of social media. Twitter launched various features to keep their users updated all along the matches. A few days before the tournament started, Twitter introduced a 'Match Timeline' covering game related Tweets and news about the World Cup.

2) Users, who sign up to Twitter for the first time are automatically asked to select the national team they want to support during the tournament. They can even choose from a selection of soccer-related profile images to modify their account.





3) When searching for the hashtags #WorldCup or #WorldCup2014, users are provided with latest news about the tournament and are also able to follow all matches in real time. Twitter set up special timelines for the World Cup and for all matches including e.g. scoreboards, time tables and links to the official Twitter accounts of the players or national teams.



4) Additionally, Twitter reintroduced the so-called Hashflags. By tweeting about a certain team and using the related three-letter country code, tiny flag icons appear right after the text.

5) After the group stage on June 27, Twitter unveiled a first report, which contains facts and figures about the 'Social World Cup'. The first two weeks of the World Cup generated more than 300m Tweets.





1) To engage the global fan community of the FIFA World Cup 2014 in Brazil, CNN International has teamed up with Facebook in order to launch 'Facebook Pulse' on the CNN.com website. The unique digital dashboard is powered by Spredfast and Mass Relevance and aggregates the social buzz around the tournament in real time through Facebook posts, pictures and Instagram photos. With the CNN Facebook Pulse, users can easily track trending topics, players and teams.



2) Clicking on a post or photo on the implemented social wall, the user will be redirected to the post on the corresponding social media platform. They also have the chance to instantly join the conversation by typing their thoughts into a Facebook input line beneath the social content. A countdown to the opening match featured by Swiss watch brand 'Hublot' has also been integrated.

3) Additionally, 'Facebook Pulse' features a 'Social Snap', which allows users to select a certain date and access the corresponding social statistics and activity. Information on how many times in total the World Cup has been mentioned can be accessed. Furthermore, a graph displays the mentions by hour related to the users time zone. A top ten list reveals the most anticipated conversations topics.





4) An additional part of 'Facebook Pulse' shows how many times either a certain player or a participating team has been mentioned on a particular day on Facebook. Pictures of the player or the national flag are sized differently depending on the amounts of posts.



5) By clicking on a certain picture, users are being redirected to a page where they have access to even more detailed information. The total amount of mentions and the country by which the team or player has been mentioned the most are displayed.

6) Conversation statistics reveal demographic information such as age and gender breakdowns of the people who post on social media about the corresponding player or team. Based on the collected sentiment data, users also gain an insight of the emotions behind the posts. Six different emotions such as 'Excited' or 'Bored' are displayed with respective percentage data.





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The screenshot displays the ZDF-FANARENA website interface, which is a fan community for the German national football team. The layout includes several key sections:

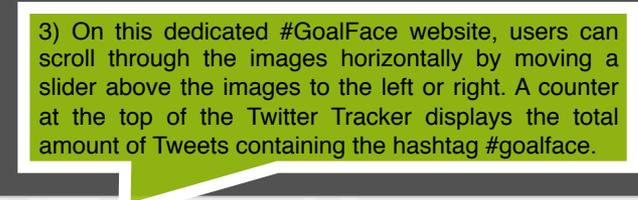
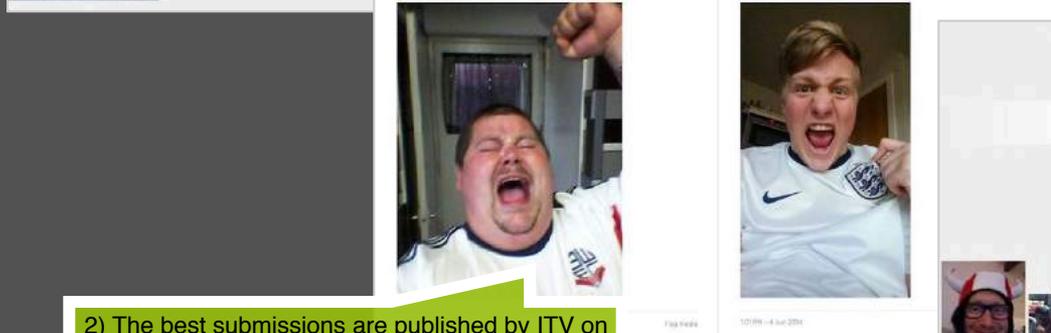
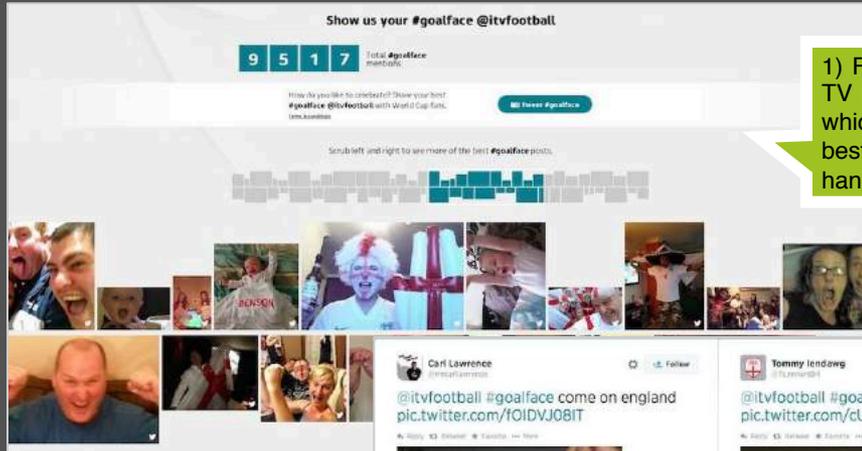
- ZDF-Liveblog zur Nationalmannschaft:** A live blog section with a ZDF logo and a timestamp of 12:34. It features a headline "Es kribbelt" and a sub-headline "Wenige Stunden vor Anpfiff des ersten deutschen Gruppenspiels hat der DFB auf seiner Internetseite ein langes Interview mit Assistententrainer Hansi Flick veröffentlicht. Fazit: 'Bei allen kribbelt es'. -> Hier geht es zum vollständigen Interview über die Anspannung vor dem Portugal-Spiel, den Teamegeist in der deutschen Mannschaft und mehr." Below the text are social media sharing icons for Twitter, Facebook, and Instagram.
- Webecho - Was die Spieler sagen:** A social stream section with a title "Webecho - Was die Spieler sagen" and social media icons for Twitter, Facebook, and Instagram. It displays posts from the DFB-Team and Lukas Podolski. A post from the DFB-Team says "Das große Kribbeln. Nicht nur Hansi Flick kann man erwarten, dass es endlich losgeht. #aneurener http://bit.ly/1vrtvWP" and includes a photo of Hansi Flick. A post from Lukas Podolski says "Was für eine gute Nachricht!! Schumi wach! Hab es gerade gehört und bin einfach glücklich!! Alles Gute für dich und deine Familie mein Freund! What a great news!!! Get well soon Schumi!!! I'm so glad and happy".
- YouTube-Playlist:** A section titled "YouTube-Playlist" showing a list of videos related to the World Cup. The first video is "BEST OF FIFA WM 2014 CRISTIANO RONALDO - neuer FREISTOßTRICK gegen Deutschland!" with a duration of 03:10. The second video is "BEST OF FIFA WM 2014 Olympialeger drücken Fußball Nationalmannschaft die Daumen" with a duration of 01:13. The third video is "BEST OF FIFA WM 2014 Schweinsteiger & Neuer cantando o hino do Bahia" with a duration of 00:33.
- Weitweite Twitter Trends:** A section titled "Weitweite Twitter Trends" showing a list of trending topics. The list includes:

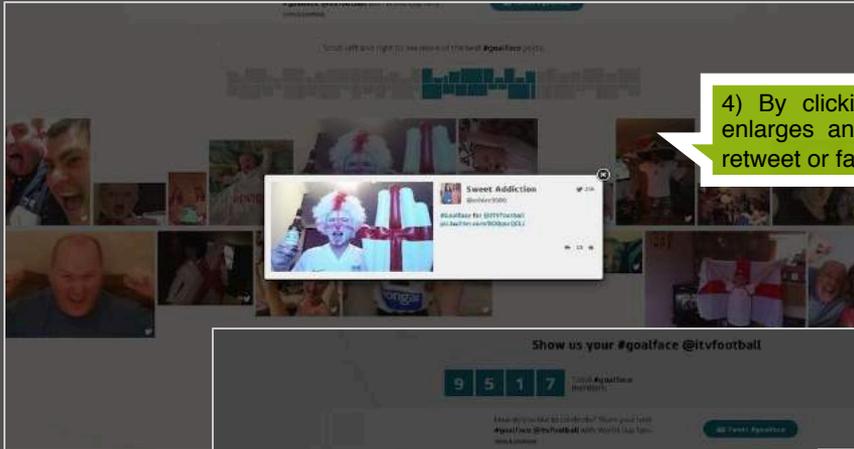
1	Neymar	151,557	Total
2	Robin van Persie	28,287	Total
3	Arjen Robben	16,295	Total
4	Iker Casillas		
- Live-Tweets zur FIFA WM aus aller Welt:** A section titled "Live-Tweets zur FIFA WM aus aller Welt" featuring a world map. A tweet from "Lala - Gata TimBeta @1gatalala" is displayed over the map. The tweet text is "E eu aqui treinando pra não errar o nome nem pronúncia dos gatinhos goal.com/br/slideshow/8... #TendoCopa #Brasil2014".

4) A live blog keeps users updated about the German national team and a social stream aggregates German players' posts from their official Twitter, Facebook and Instagram accounts. The stream can be filtered by social network.

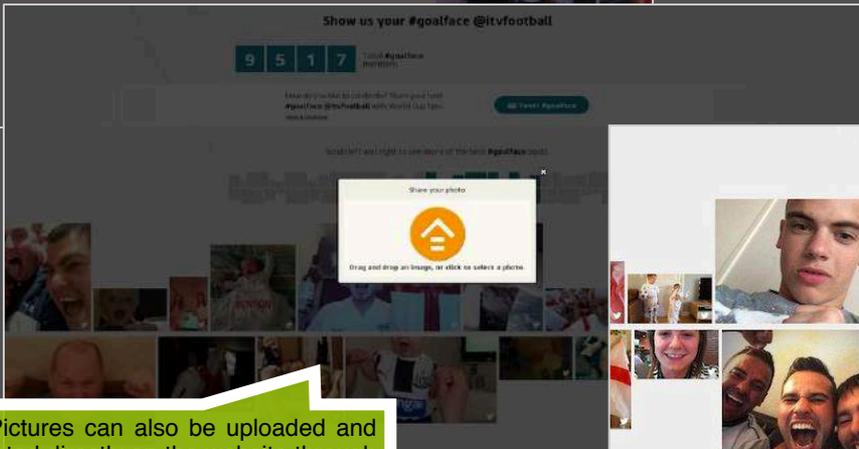
6) In addition, the site includes a world map featuring live tweets from around the world. New incoming tweets are indicated by flashing green dots. By clicking on a dot, the Tweet is displayed and can be directly retweeted, favorited or replied to.

5) Users are also provided with a YouTube playlist containing a variety of videos covering the World Cup and a list of World Cup-related worldwide trending topics on Twitter.



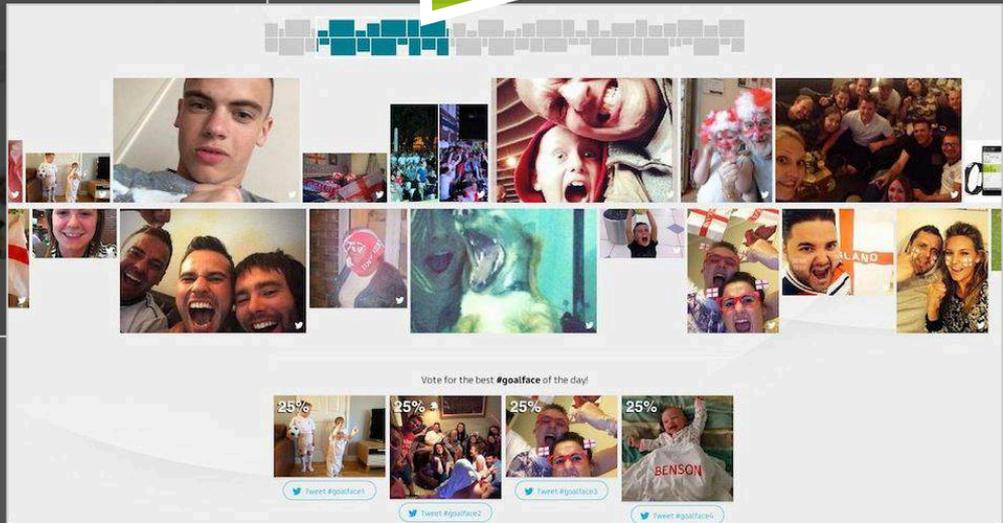


4) By clicking on a photo, it enlarges and users can reply, retweet or favorite it via Twitter.



5) Pictures can also be uploaded and tweeted directly on the website through an implemented upload feature.

6) Furthermore, users can vote for the best #goalface of the day by tweeting either #goalface1, #goalface2 and so on. Sony, which is one of the official World Cup sponsors, is also integrated into the #GoalFace website, e.g. with photos in the photo stream as well as in the default #Goalface voting Tweet.





1) To celebrate the successful scorer of the German national team Thomas Müller, pubcaster ARD and its sports magazine "Sportschau" encouraged fans to post pictures of themselves in the typical unconventional Müller cheering pose.

2) Fans taking part in the reenactment activation were asked to use the hashtag '#müllern' on Facebook and Twitter. Müller has scored three goals in Germany's opening match against Portugal during the FIFA World Cup 2014. The best submissions have the chance to be featured on-air.





1) While the FIFA World Cup 2014 takes place in Brazil, BBC Sport wanted to know how the British follow the matches of their national soccer team. Therefore they invited viewers to share pictures of how they watch the games on social media using the hashtag #myworldcupseat.

2) Fans were asked to share photos on Twitter and Facebook to show their fellow countrymen where they cheer for the British team.



3) At bbc.com, fans can also watch a video showing host Nick Grimshaw, a BBC TV and radio host, and astronauts of the International Space Station 'seated' while watching the games.

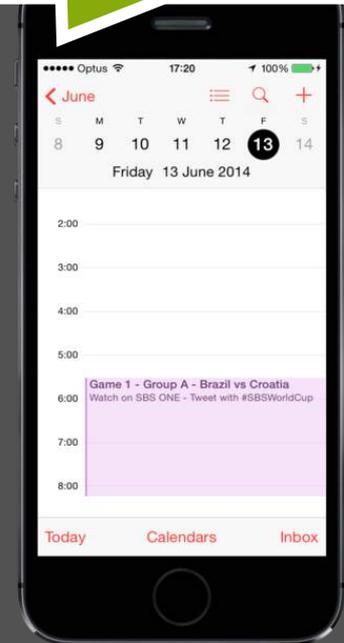




1) For the FIFA World Cup 2014, Australian broadcaster SBS launched a Twitter-based reminder service for Australian soccer fans, that allows them to add matches they didn't want to miss to their digital calendar.

3) Fans have the opportunity to select a certain team or add all of the matches to their calendar. Afterwards, the air dates of the games are automatically added to their desktop or mobile device.

2) The 'Never miss a game' function is powered by CalReply, a service which enables users to add events to a calendar and be reminded to tune in at a specific time. By just sending a Tweet to @SBSTV, users got a reply containing a link to SBS' reminder service.





FIFA WORLD CUP
Brasil

DIFFUSEUR OFFICIEL



1) To provide their viewers with an enhanced viewing experience during the FIFA World Cup, which started on June 12, 2014, French broadcaster TF1 launched several online and second screen initiatives.



2) No matter if fans prefer to watch the games on TV or on any other device via the MYTF1 app, they are able to follow the French team long before the match actually begins. TF1 will show the arrival of the player's busses and even give their viewers the chance to watch the warm up in three different camera angles.

3) If viewers use the MYTF1 app to watch the games, they get to choose between six camera angles to follow the course of a match. They have the choice to watch the game the way it is broadcast on TF1, or switch to the tactical cam, which tracks the tactical position of the players, have a look at the benches of both teams or focus on the key players.



4) Furthermore, viewers are able to review the best actions of the game at any time during the match. The MYTF1 app will insert pictograms of what happened at a particular time during the game on a time bar on the user's device. By clicking on a symbol, users can return to important moments of the match - such as goals or red cards.



5) Fans, who want to follow the course of the match in detail have the additional option to see game statistics directly displayed on their devices. For example, they can have a look at the line up of the teams, the ball possessions, corners and other game related facts.



6) During each game, fans have the opportunity to participate in 'Connect Arena'. The play-along game offers users the chance to answer questions around the game or predict the final score. The best players have the chance to win prizes.





2) The app allows users to pick the camera angle from which they want to watch different situations of the games. Up to 20 different cameras are installed in the Brazilian stadiums, which allow users to switch their point of view at any time they want.

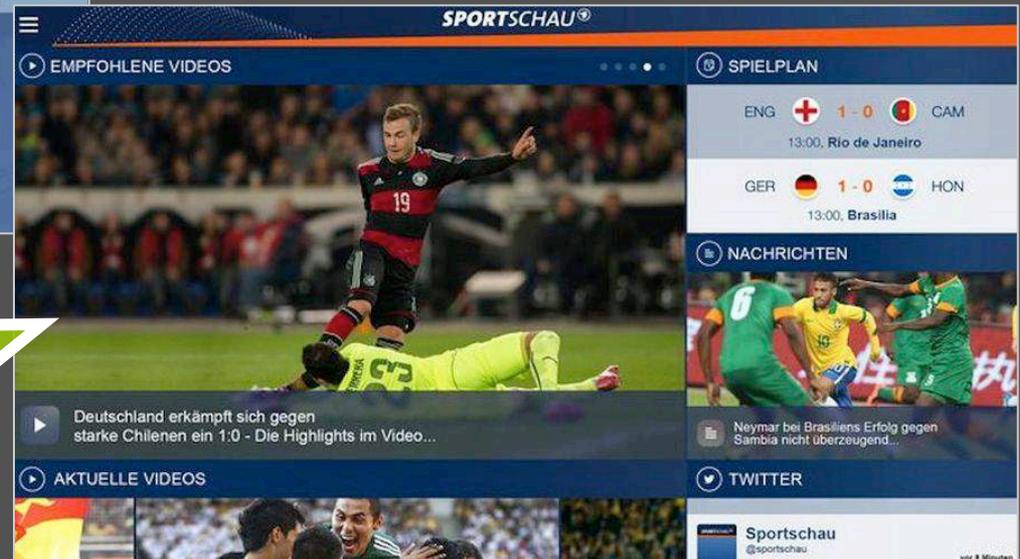
1) For the 2014 FIFA World Cup in Brazil, German broadcaster Das Erste set up a new 'Sportschau FIFA WM App', which is available for iOS and Android since June 1. The App provides its users with current news, videos and trivia facts around the World Cup. The updated version of the app additionally offers users extended features for the live broadcasts.





3) If users want to watch a certain moment from a special point of view, they have the opportunity to choose another perspective from an interactive 'Multi-Angle' range. Among others, this feature shows the stadium from a wide shot, which allows users to follow tactical modifications during the game. Also, they have the opportunity to observe the team's key players or switch to a behind-the-goal perspective.

4) In addition to the live broadcasting features, the app offers a comprehensive statistics and analysis, which allows fans to stay up-to-date with all important events and track current playing schedules and scores.





1) For the FIFA World Cup 2014 in Brazil, Dutch pubcaster NOS launched a variety of services including the official Dutch FIFA-World-Cup-app "FIFA WK 2014". The app, which was launched for iOS and Android devices in early June, was originally created by FIFA as a so-called 'white label app' consisting of various building blocks and exclusively made available to rights owning broadcasters all around the world.

3) The app is primarily designed to work as a second screen during the live broadcast of all 64 matches. During a match, the app allows users to access live statistics for each team and player as well as to re-watch highlights of the game at any time during the match. All highlights can be accessed live and in chronological order by clicking on small pictograms at the left side of the app. The app allows users to re-watch goals from several camera angles.



2) 'FIFA WK 2014' is the first app created by NOS specifically for a sports event. It is supposed to expand the services of the TV broadcast, the NOS website and the official NOS app.



4) In addition, users can access live stats for each team such as the numbers of tackles.

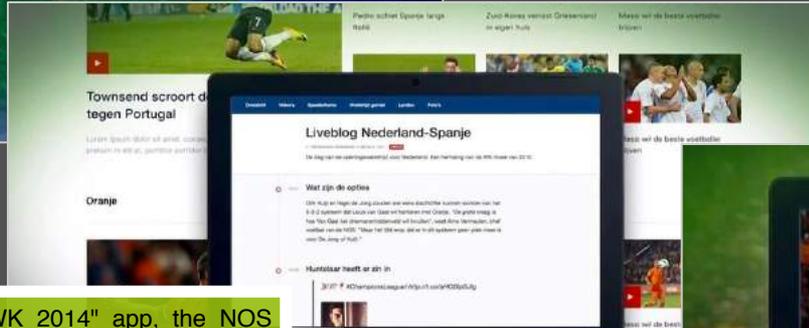
6) Users can also access information about the players of all 32 teams as well as compare players or teams with each other. The players' statistics feature colored bars that indicate how successful a player is in terms of goals, assists, missed opportunities, penalties and more.

5) Furthermore, the main page of the "FIFA WK 2014" app features the latest match scores, video highlights, news and a twitter feed that can be connected to a user's twitter account.



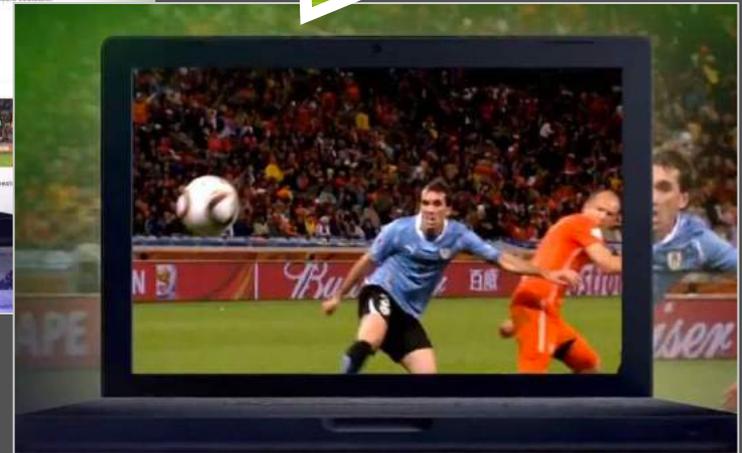


7) The app allows users to learn more about the twelve World Cup host cities in Brazil or watch videos about the country and its people.



9) The website and the NOS app also allow to access two simultaneous livestreams: One will feature the broadcast of all matches while the other provides viewers with extra footage of the coaches and players.

8) Similar to the "FIFA WK 2014" app, the NOS website features information and statistics about each match and team, allowing users to compare two countries and their teams with one another. The website additionally features a schedule for the World Cup as well as news tickers ("liveblogs") for each match consisting of live match updates on top of the latest matches and video highlights.





apúntate a
#portodos
en WhatsApp

1) Accompanying the World Cup 2014 in Brazil, Mediaset Spain and WhatsApp have teamed up in order to offer the messenger app's 26 million Spanish users the chance to get updates from the Football World Cup in form of messages, photos, video and audio clips directly to their phone.

2) After saving a dedicated number (601 655 655) to their contact list, users have to send the word 'MUNDIAL' (WORLD) to the number in order to join the distribution list '#portodos' (for everyone) created by Mediaset/Telecinco and WhatsApp. They will then receive a variety of content related to the World Cup in Brazil. Additionally, users can send their own photos, videos and audio files that support the Spanish team. The user-generated content will be featured on Mediaset's official website and has the chance to be shown on air.

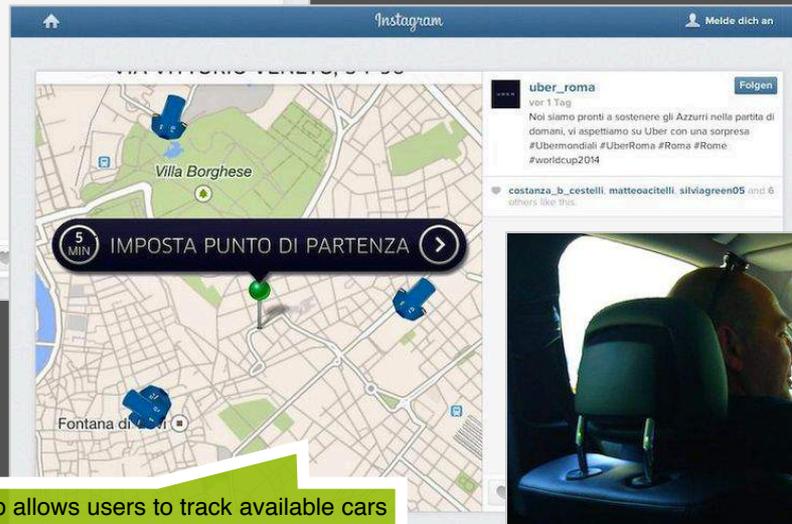


apúntate a la lista del Mundial
#Portodos
en WhatsApp

601 655 655

- 1 Guarda nuestro número en tus contactos
- 2 Envíanos la palabra MUNDIAL al 601 655 655
- 3 Te enviaremos mensajes con los goles de la Roja, las últimas noticias, las mejores fotos...





1) Pay-TV Sky Italia and car service Uber teamed up during the FIFA World Cup 2014 for the outdoor campaign 'Uber Mondiali'. Uber cars in Rome are equipped with a tablet including access to live streams of Sky - covering all matches of the World Cup. Fans riding in an Uber car and watching a match are encouraged to share their ride with a photo and the dedicated hashtag #UberMondiali.

2) The Uber app allows users to track available cars which are nearby. During the promotion campaign, Uber replaced the standard car icons with jerseys of the Italian national soccer team. The promotion campaign launched on June 18, 2014 and lasts until July 13, 2014 - the day of the final.

3) Additionally, all other Sky content can also be watched live or on-demand in the app such as series or movies. The cooperation also includes a special bonus promotion to get a pay-TV package at a reduced price by using the code SKYONLINEUBER.





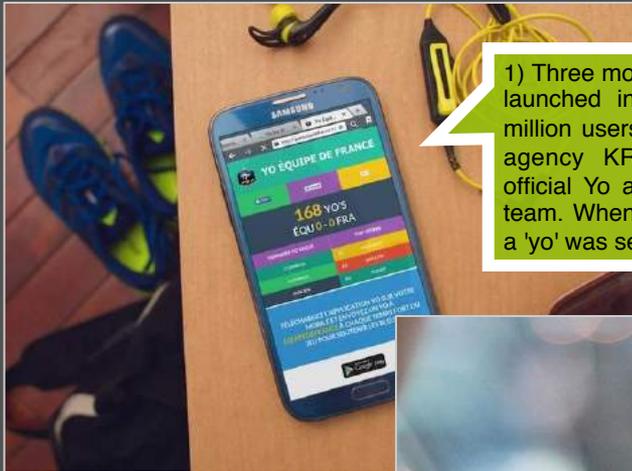
1) For the 2014 FIFA World Cup in Brazil, official sponsor and partner Adidas teamed up with YouTube to launch "The Dugout", a web show broadcast live from Rio. In a series of six live shows, "The Dugout" features high profile interview guests and provides soccer fans with exclusive insights into the happenings surrounding the tournament. The first live show on June 12 featured the retired footballers Fernando Hierro and Patrick Vieira as studio guests.



2) The show is hosted by Layla Ann-Lee, Hugh Wizzy and Jimmy Conrad, who are well known stars of "Kick TV", the most popular soccer channel on YouTube. Fans are encouraged to tweet questions to @adidasfootball or to ask questions in the YouTube comment section.

3) In addition to the live interviews and discussion in the studio, "The Dugout" includes behind-the-scenes footage from the teams, information on the fans and general atmosphere in Brazil as well as Adidas product reviews and giveaways.





1) Three months after the social networking app Yo launched in late March 2014, it has topped 1 million users. To jump on the bandwagon, French agency KRDS created 'EquipedeFrance', the official Yo account of the French national soccer team. Whenever the team scored during a match, a 'yo' was sent out to all of their supporters.



2) The campaign is not only aimed to bring the national soccer team closer to its fans but also to engage them during the live games. For the match against Ecuador, French soccer fans were encouraged to send a 'Yo' to 'EquipedeFrance' whenever a big moment happened on screen.

3) The Yos were collected on the official Facebook page of the French Football Team. After the Ecuador-France match, more than 12,500 Yos were counted. The special website yoequipedefrance.fr highlights the amount of Yos sent for the latest match, the top three Yo'ers and the accounts who sent the latest Yo to the French national soccer team.

YO ÉQUIPE DE FRANCE

PARTAGEZ

TÉLÉCHARGEZ L'APPLICATION YO SUR VOTRE MOBILE ET ENVOYEZ UN YO À ÉQUIPEDEFRANCE À CHAQUE TEMPS FORT DU JEU POUR SOUTENIR LES BLEUS!

TÉLÉCHARGEZ L'APP YO

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308 YOS
NIG 0 - 0 FRA

DERNIERS YO REÇUS

- URBERTHE
- URBERTHE
- EMELIN

TOP YO'ERS

- #1 ROBERTO
- #2 CHEGARMON
- #3 CHAMBERFF

About the Author

VAST MEDIA is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters, studios and TV producers worldwide.

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