

CASE STUDY:

UWW+

THE NUMBERS BEHIND UNITED WORLD WRESTLING'S STREAMING STRATEGY



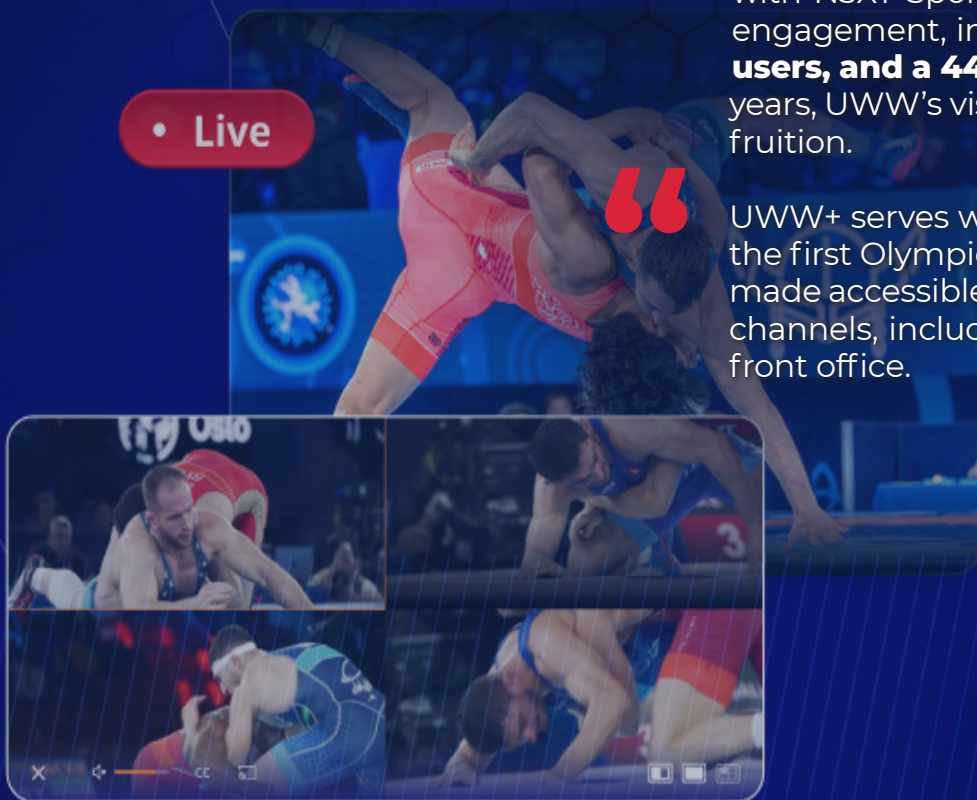
N3XT SPORTS

OVERVIEW



A year after launching a dedicated mobile app and customer relationship management (CRM) solution, United World Wrestling (UWW) rolled out its new UWW+ multi-tiered, over-the-top (OTT) service in time for the 2023 UWW World Championships (WCH23), held in Belgrade, Serbia, between September 16-24. The new streaming platform is integrated within UWW's website and mobile app, which have both been upgraded to consolidate the governing body's data-collection capabilities with the implementation of a single sign-on (SSO) across its expanding digital portfolio.

The upgrades to UWW's digital inventory mark the latest phase of the International Federation's collaboration with N3XT Sports, the end-to-end digital transformation agency, and have driven significant increases in fan engagement, including a **30.4% increase in unique website users, a 64.9% increase in active mobile app users, and a 443% increase in social media engagements**. (See more results on page 5). During the past two years, UWW's vision for strengthening its customer relationships by augmenting its digital offering is coming to fruition.



N3XT SPORTS

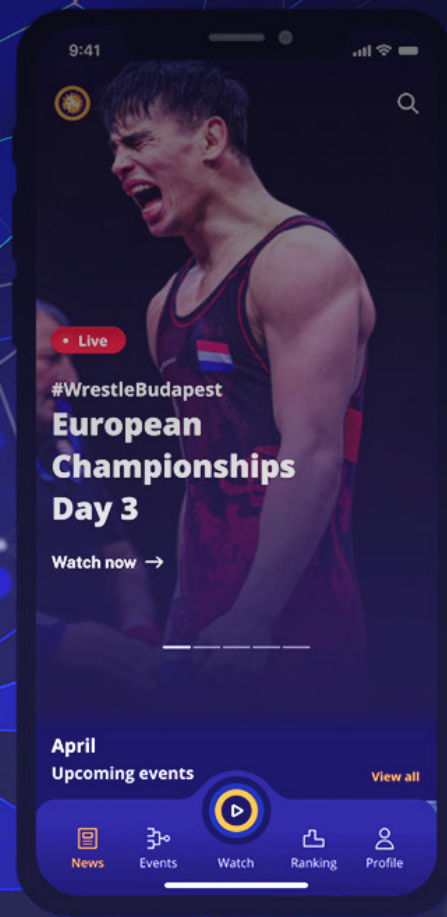
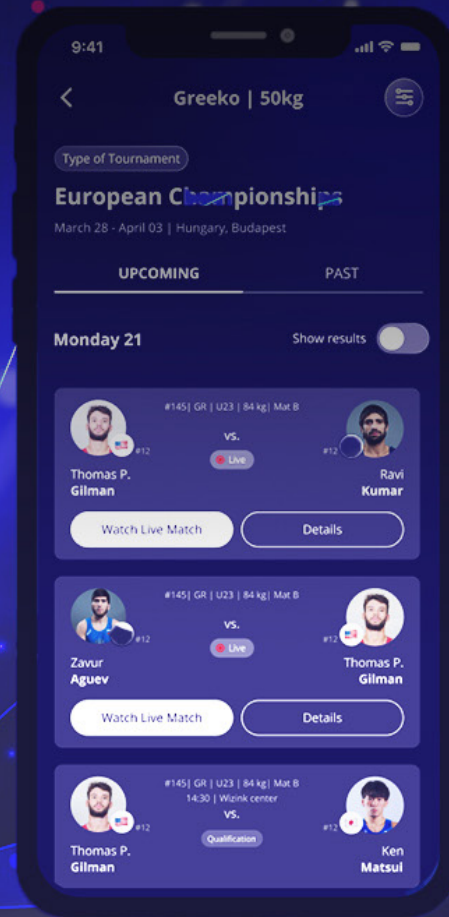
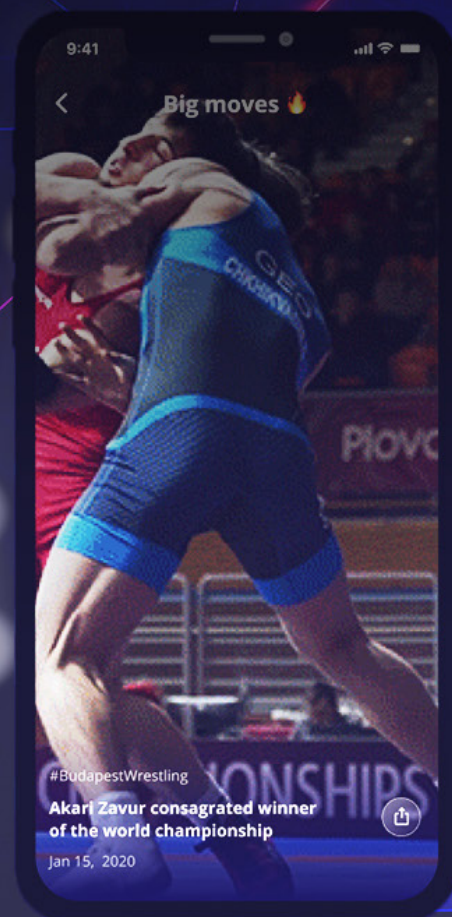


“UWW+ serves wrestling's governing body on multiple fronts. While the 2023 UWW World Championships was the first Olympic qualification event that showcased the quality of the sport via a first-class streaming platform, made accessible to worldwide wrestling fans, it has also enhanced the performance of its other digital assets and channels, including increased engagement via social media and improved workflow efficiencies in the UWW front office.”

Motasem El Bawab
Chief Information Officer (CIO), N3XT Sports



UWW+



HOW DID IT PERFORM?

8.4 K
SUBSCRIBERS

4.7 M
VIDEO VIEWS

8.2 M
TOTAL VIEWING
MINUTES

WHY WAS IT BUILT?

With a significant digital following, including 22 million annual views across its platforms, UWW recognized an opportunity to include a mix of advertising (AVOD) and premium (PVOD) video content in its digital offering and to diversify its sources of revenue. Having launched a free, subscription-based video player in 2022, the recent launch of the federation's owned UWW+ streaming service, a custom development on top of the previously integrated Brightcove player, unifies UWW's fan experiences and fan-data collection.

WHAT DOES IT OFFER?

Multi-tiered streaming access: A mix of premium daily, pay-per-view (PPV), and tournament passes were made available to subscribers ahead of WCH23 via the UWW website and mobile app in 183 countries.

Multi-audio feature on livestream: Given the popularity of wrestling in countries such as Iran, a secondary audio channel was added to the livestream for users to choose between English and Persian commentary.

Multi-mat livestreams: Users can easily and quickly change from one mat to another to watch all the action via the website and mobile app. UWW+ users can also simultaneously log in to two devices, allowing them to watch simultaneous matches.

WEBSITE

23
Wins

Matches

HOW HAS IT CHANGED?

UWW has revamped its entire website as part of its digital transformation journey, to enhance the user experience and provide a modern platform for every wrestling stakeholder. National Federations, athletes, sponsors, and fans will be able to stay up-to-date with the latest news, matches, and tournaments via the new-look platform. Behind UWW+ and its successful WCH23 debut, the federation has enhanced its data-collection capability by integrating a unique web login which grants subscribers access to its new streaming service via the UWW website and mobile app.

23

Tournaments
Wrestled

18

Meets
Won

102

Matches
Wrestled

Ranking over time



HOW DOES THE WEB LOGIN WORK?

The web login represents a key mechanism for diversifying UWW's fan funnel. Whereas the federation relied predominantly on its social media channels to distribute content and drive users to its website prior to its digital transformation, a unique web login helps consolidate user data across its web and mobile platforms, giving UWW a clearer picture of its fan base and opportunities to monetize its product based on user demand and unique customer behaviors. By implementing an SSO, UWW has also strengthened its CRM function and ability to segment the federation's content marketing efforts across the federation's entire digital portfolio.

23

Scored

Points

23

Points
per minute

10

Points
per minute

10

Points
per minute

PERFORMANCE METRICS

BRIDGING THE FAN FUNNEL

By diversifying the fan experience, digital transformation has made demonstrable improvements to UWW's fan journey and how the federation leverages user data. While UWW+ augments the federation's revenue streams, its customization functions also help heighten UWW's understanding of the wrestling fan, optimize content distribution for its owned channels and media partners, and its ability to maximize user engagement across all UWW departments.

WCH23 vs WCH22

WEBSITE

587 K

UNIQUE USERS

↑ **30.4 %**

INCLUDING

1.5 M **7.6 M**

SESSIONS

PAGE VIEWS

MOBILE APP

93 K

ACTIVE USERS

↑ **64.9 %**

12.2 M

SESSIONS

↑ **32.7 %**

57.8 K

DOWNLOADS

↑ **17.1 %**

SOCIAL MEDIA

25.2 M

ENGAGEMENTS

↑ **443 %**

403.7 K

SESSIONS

↑ **167.2 %**

EMAIL MARKETING

48.4 K

NEWSLETTER SIGNUPS

↑ **3.8 %**

AVERAGE OPEN RATE

↑ **19.8 %**

OLYMPIC YEAR

UWW's digital transformation can be dated back to 2014, a year after the federation was reinstated into the Olympic Program. In the years thereafter, under the guidance of UWW president Nenad Lalovic, the federation completed a careful analysis of its digital capabilities to find that 70% of UWW's engagements were registered via mobile and prefaced the federation's push to meet user demand for mobile-friendly content and unlock a unique commercial offering.

With preparations now underway for the Paris 2024 Summer Olympic Games, UWW's aim is to leverage its new-found digital maturity to continue to grow and retain its global audience and digital subscriber base, automate and optimize its content creation and distribution, while also commercialize new UWW assets and augment sponsorship opportunities in the build-up to and post Paris 2024.

“

Whereas, in the past, the majority of our interactions with fans were through third-party platforms, we're establishing a digital portfolio and CRM capability which allows us to offer a personalized fan experience. To do this, we've had to diversify by investing in our own digital platforms. Our digital transformation is progressing in a way that creates fewer data silos, allows us to work seamlessly as an organization, and to capitalize on our digital capabilities

”

Gordon Templeman
Director of Commercial Operations & Communications, UWW

N3XT SPORTS