

Solution Sheet

Sports and Entertainment

The media universe for sports and entertainment companies is vast and can be unforgiving. Sports franchises, TV, movie and music production companies all have loyal fans that can be both diverse and opinionated. Consumer sentiment varies greatly based on public activities of athletes, performers, teams and sponsors. News travels fast and it's up to brand owners to control the narrative to their liking so they keep their brand strong.

Key Challenges

- ▶ Interpreting the dynamic and vocal feedback from fans on social media.
- ▶ Keeping up with up-to-the-minute news and trends across multiple channels.
- ▶ Controlling potentially damaging Twitter activity from athletes and stars.
- ▶ Analyzing regional and geographic trends and diverse audiences.

Signal Enterprise is a centralized media intelligence platform that synthesizes both traditional and digital media in realtime. Across the sports and entertainment industries, the platform empowers communications and marketing teams to uncover critical insights, identify key influencers and make data-driven decisions about their brands.

Relevant Use Cases



Sports Franchises and Agencies

Sports franchises have a loyal following of fans whose attitudes toward the brand and sponsors can shift from week to week. Understand what fans and key influencers are saying in every media channel, see what drives variations in fan sentiment, and generate analyses that can help you expand and engage your fan base.



Entertainment Industry

Entertainment brands are driven by personalities and titles, so tracking fan and consumer sentiment can fluctuate dramatically. Learn in realtime what people are saying about stars and their performances across multiple media channels, and identify trends and influencers that can help you expand your brand.



Key Influencers

Media influencers play an important role in defining how the public and fans see your brand and all of your public personalities. Media intelligence helps you identify key influencers (both advocates and detractors), understand how public sentiment drives them, and manage the conversations appropriately.



Issues Management

Famous personalities often find their way into the news for less-than-positive reasons, and even well-planned events sometimes need to be canceled. Both can lead to negative news coverage and disappointed fans. Identify issues before they go viral so you can get in front of media coverage and social conversations with the appropriate response and messaging.

Key Capabilities and Benefits

Use Data to Inform Your Decisions

Track sentiment coverage and impressions, influencers, competitive mentions, keywords and much more. Understand what's driving your share of voice and how promotions and messaging are resonating.

Generate Alerts

Targeted alerts let you know when to pay attention to developing stories and how your brand is performing across traditional and digital channels.

Establish Consistent Reporting

Keep everyone on the same page with centralized media metrics and reporting -- scheduled at regular intervals or on-demand during a crisis or unplanned event. Stay on top of new developments to keep your messages on target. Schedule executive summaries highlighting relevant stories, notes and recommendations, show mention/share increases for influencers and create "what-if" scenarios to investigate outcomes of different strategies.

TOP AUTHORS BY MENTIONS	TOP AUTHORS BY INFLUENCE
Giants MLB 75giants 21 MENTIONS	Jon Heyman jonheyman 82 INFLUENCE 1 MENTION
Alejandro garcia_daniel30 13 MENTIONS	Perry Glasgow jsph1959 65 INFLUENCE 1 MENTION
SF Giants Fans sfgiantsviews 13 MENTIONS	The Joss Group thejossgroup 65 INFLUENCE 1 MENTION
Mary Seward rockoutwyco 12 MENTIONS	Breaking Brad Geiser therealbradg 64 INFLUENCE 1 MENTION
Hypesol hypesol 11 MENTIONS	Comrade Nambiar dasbolshevik 67 INFLUENCE 1 MENTION
SFGiants sfgiants 11 MENTIONS	Royals Review royalsreview 64 INFLUENCE 1 MENTION
Shayne Libby shaynelibby 11 MENTIONS	LIDS lids 67 INFLUENCE 1 MENTION

Understand Geographic Preferences

Use geo-location and geo-enrichment demographics to map trends, gain location-based insights and track how your brand is performing for different regions and audiences.

Know the Key Influencers

Distinguish the relevant media influencers from the noise and stay fully engaged with them when coverage is most important. Identify key press influencers and continually fuel the best media coverage of your brand possible.





Zignal Labs turns media intelligence into a strategic asset for the world's largest brands and enterprises. By analyzing the full media spectrum in realtime, Zignal's centralized platform empowers public relations, communication and digital strategy professionals to understand trends, pinpoint issues and make informed decisions. Headquartered in San Francisco with offices throughout the country, Zignal serves customers around the world including Airbnb, IBM, Citrix, Bacardi, Speaker of the House Paul Ryan, The Sacramento Kings, Brunswick Group and Fleishman Hillard.

To learn more, visit: www.zignallabs.com.