



CUSTOMER SUCCESS STORY • AUGUST 2017



★EUROSPORT

Epic Experiences Ride on Data

CA helps Eurosport pull ahead of the pack.

CLIENT PROFILE

Industry: Media

Company: Eurosport

BUSINESS

Eurosport is a pan-European television sports network, owned and operated by Discovery Communications, that provides viewers with European and international sporting events.

CHALLENGE

Eurosport wanted to give cycling fans a unique, customizable experience with groundbreaking and interactive ways of following their favorite races through new technology.

SOLUTION

Using CA's API Management software toolkit alongside CA App Experience Analytics, Eurosport offered a first-of-its-kind viewer experience that helped fans get closer to the action than ever before.

BENEFIT

CA API Management helped Eurosport developers efficiently collect, standardize and publish data from several different sources to create a rich, unified experience. Meanwhile, CA App Experience Analytics allowed Eurosport to see exactly how people were using the app in real time, making possible on-the-fly improvements and proactive problem solving.

Eurosport Empowers Cycling Fans

"The CA API Management tool significantly simplified the digital platform...easily feeding our responsive website and mobile applications."

Boris Darlet

Content Platform Manager

"CA App Experience Analytics became a vital analytics solution for all our Digital team to improve our apps performance and follow our main Business KPI... CA App Experience Analytics helped us to detect design issues we had to solve to enhance the app user journey."

Thomas Hauchecorne

Head of Product, Eurosport.com

Eurosport wanted to give cycling fans a unique, customizable experience with groundbreaking and interactive ways of following their favorite races through new technology. They partnered with CA to create a second screen experience that helped fans get closer to the action than ever before, using data and analysis that updated as the Giro d'Italia progressed.



A data-driven app for the perfect ride

Incorporating GPS tracking and biometric information on each rider, Eurosport was able to offer extensive analysis on race developments in real time. App users could engage with high volumes of information expressed as a live map constantly filtering according to their own preferences.

Using CA's API Management software toolkit alongside CA App Experience Analytics, Eurosport offered a first-of-its-kind viewer experience. CA APIManagement helped Eurosport developers efficiently collect, standardize and publish data from several different sources to create a rich, unified experience. Meanwhile, CA App Experience Analytics allowed Eurosport to see exactly how people were using the app in real time, making possible on-the-fly improvements and proactive problem solving.

Eurosport and CA's innovation makes for a richer user experience

AN AVERAGE OF

50,000

DAILY MAP USERS

236,000

LIVE MAP OPENS

563,000

PAGEVIEWS ON **f** AND **t**

AN AVERAGE OF

1.3M

VIEWERS OF RACE COVERAGE

For more information, please visit ca.com/eurosport



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CS200-392298_0918