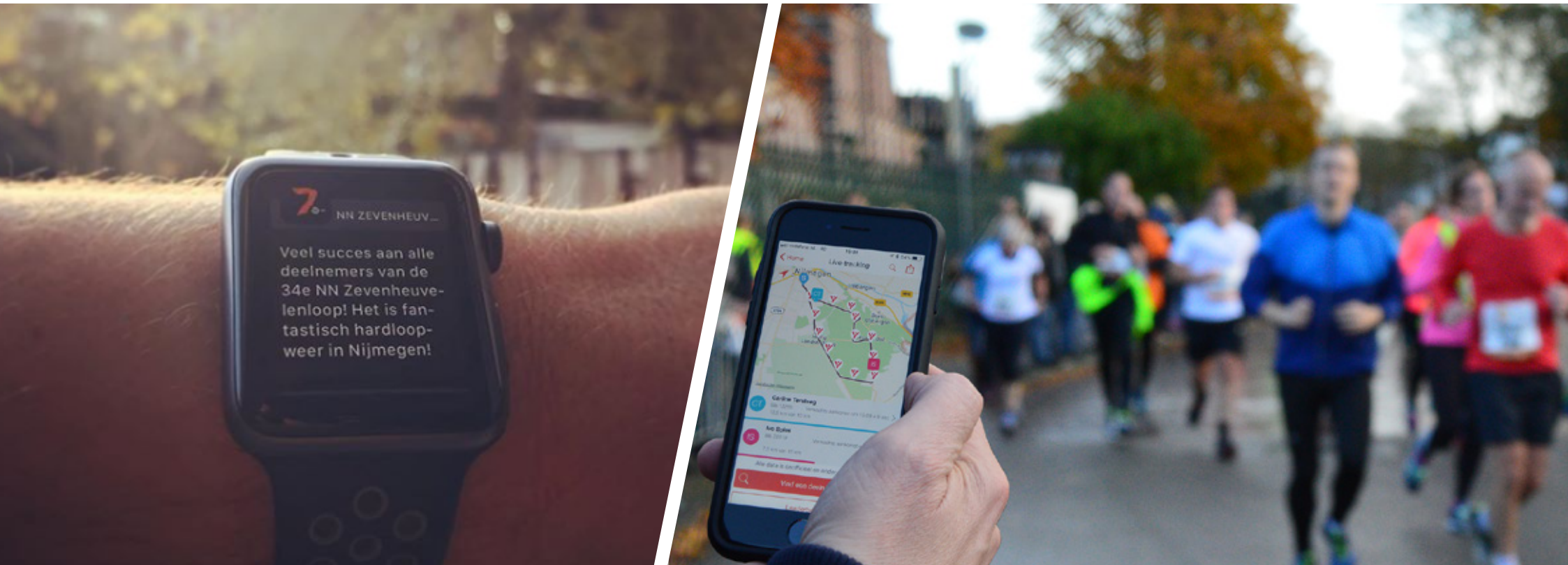# MYLAPS

ENGAGE YOUR ATHLETES AND FANS

LIVE DATA INSIGHTS

HOW TO USE DATA TO ENHANCE THE EVENT EXPERIENCE AND BOOST YOUR SPONSOR VALUE

LIVE DATA INSIGHTS

The industry of mass participation events is changing rapidly. Globally the number of events have grown significantly, together with the expectations of participants and spectators. Information needs to be available live and easy to access via a mobile phone. Take into account that millennials check their phone more than 150 times per day! It is safe to say that the mobile phone controls our lives.

The main challenge for events, and the million dollar question is; How can I use my data to provide athletes and spectators with LIVE meaningful information? There is only one chance to make a first impression, so everything needs to be right.

Source: Losseveter.nl

NN Zevenheuvelenloop 2017
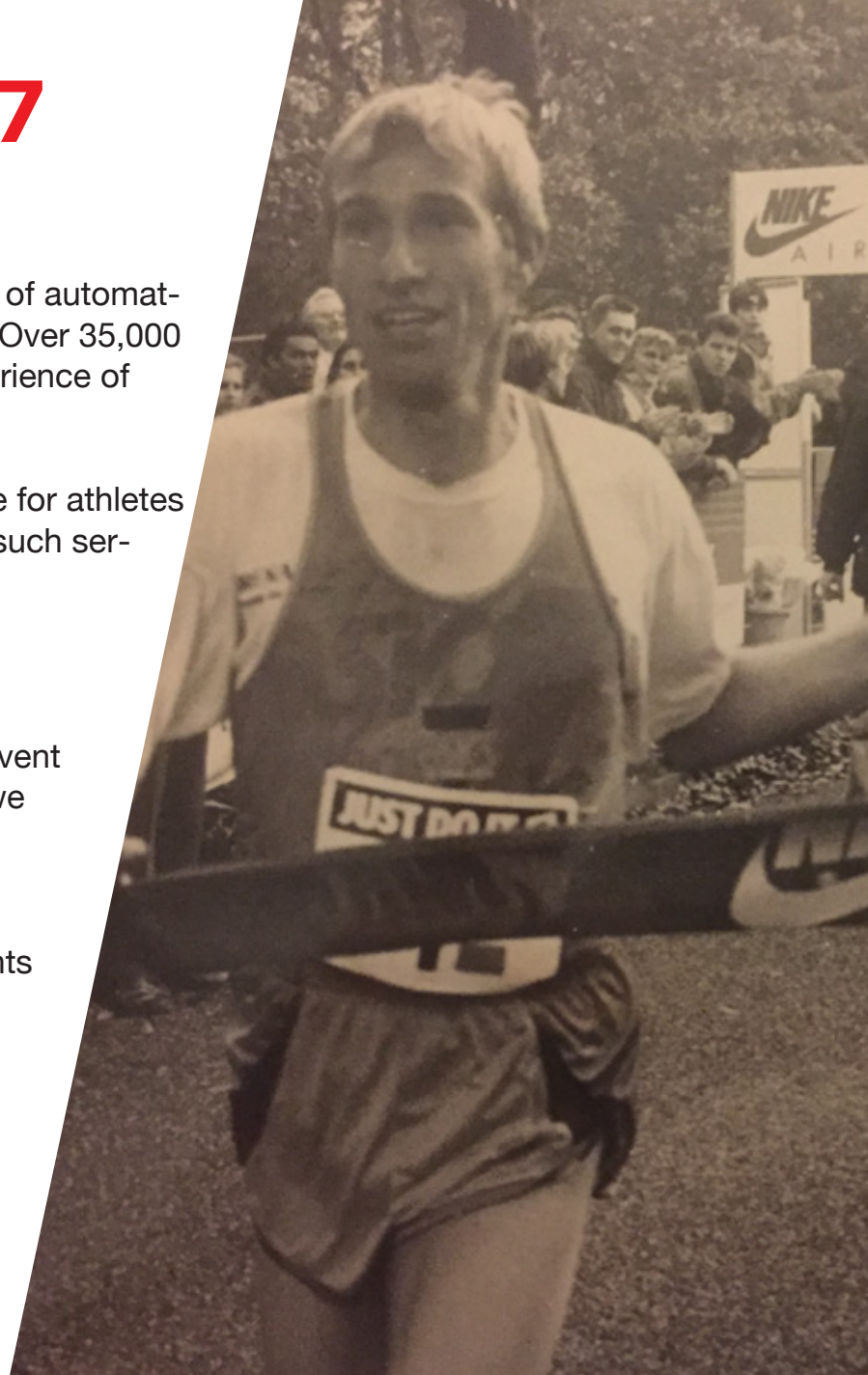
World's largest and fastest 15 km race

In Nijmegen, the Netherlands, at the birthplace of ChampionChip. The inventors of automated timekeeping for mass participation events and the predecessor of MYLAPS. Over 35,000 runners participated in the NN Zevenheuvelenloop. At this iconic event the experience of participants and fans was boosted with the MYLAPS EventApp.

With onsite activations powered by title sponsor NN Group the event experience for athletes and fans was enhanced. Reliable and accurate data is vital in order to facilitate such services.

LIVE TIMING DATA EVERY KILOMETER

This year the NN Zevenheuvelenloop again raised the standard, being the first event with split points every kilometer on the 15 kilometer course. In this whitepaper we share how data is used to enhance the event experience and boost the sponsor value. Like everything it always starts with reliable and accurate data.
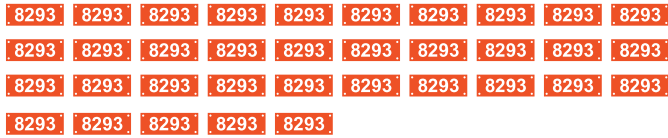
How that works and why MYLAPS is the global leader in live performance insights you will read in this whitepaper.

START/FINISH

35,000
BibTags

8293 = 1000 X

8293 8293 8293 8293 8293 8293 8293 8293 8293 8293
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1,08 Billion
Footsteps

= 1.000.000 X

33
BibTag decoders

20
Timers

130
Servers

= 10 X
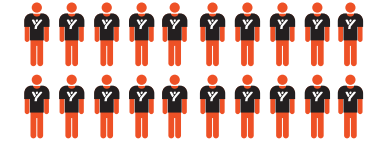
1,212
Meter of cables

NN

Zevenheuvelenloop
15K race

232
Meter of timing mats

= 1 METER

1
EventApp
▸ LiveTracking
▸ Course Info
▸ Selfies
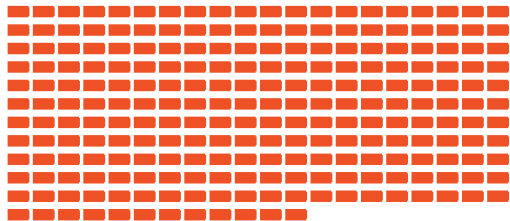
35,000
Runners

= 1000 X

16
Timing locations,
split times every Km

MYLAPS
EXPERIENCE
PROGRESS

NN ZEVENHEUVELENLOOP '17 SHOWCASE

"Both runners and spectators were extremely excited about our NN Zevenheuvelenloop App. Following your favorite runners live in the App and having timing splits every kilometer was a great addition to our event. The MYLAPS platform boosted our event experience"

Ronald Veerbeek
Director Stichting Zevenheuvelenloop

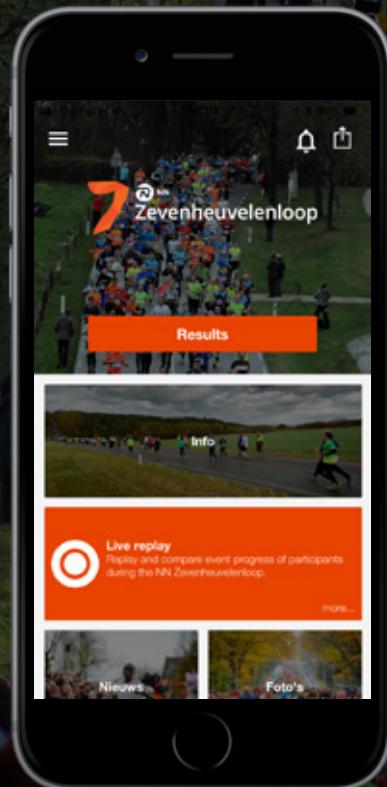*"I no longer have to wait when my friends can cross the finish line. With the App I know exactly when they finish! The App worked great on race day even with the massive crowd at the finish area."*

Marien de Clercq
Google PlayStore review ★★★★★
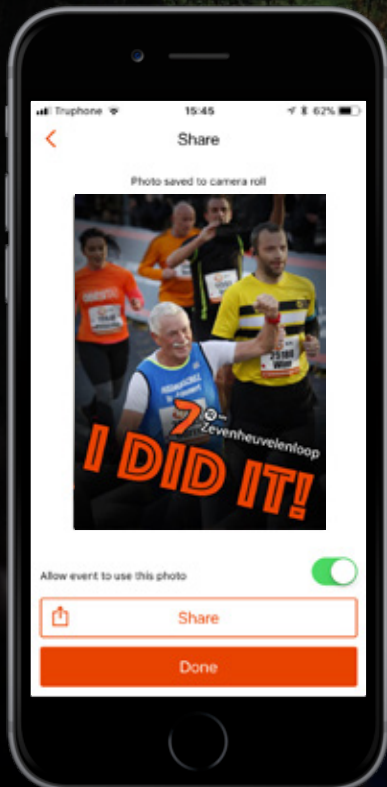
INTERESTING FACTS

1	**1,3**	**8:21**	**1,153**
Most popular App in stores, category sports	Million in-app screen views	Average session time in minutes	Days of exposure time

RUNNERS BEHAVIOUR

We have many choices to make due to all the impulses around us. The mobile phone is our guide and central communication hub. Therefore the average person checks their phone 36 times a day and millennials over 150 times. The fear of missing out controls our lives.

How mobile are your runners? Our Google Analytics statistics show that for all browser related services, like online registration and event results, at least 65% of the users utilize their mobile phone for these services. For Race day services like LiveTracking (for web) the statistics show over 80% mobile phone usage.

## A mobile platform is no longer a nice to have, it's a must

DIGITAL EXPERIENCE

People want meaningful and relevant information here and now. When there is high emotional involvement in an activity, content will be shared within a person's social network. For running related activities it goes the same. Whether people train, register, participate in an event or achieve their goals. It will be shared on social media. Shared user generated content can also create sponsor conflicts. Is that a bad thing? Not necessarily, can you do something about it? Yes you can!

Use your own digital platform and provide yourself and your event sponsors an opportunity to boost your sponsor value and ROI on the sponsorship. With branded user generated content, users can express themselves and share their experience with their social network. In the meantime your event and the event sponsors benefit from the exposure.
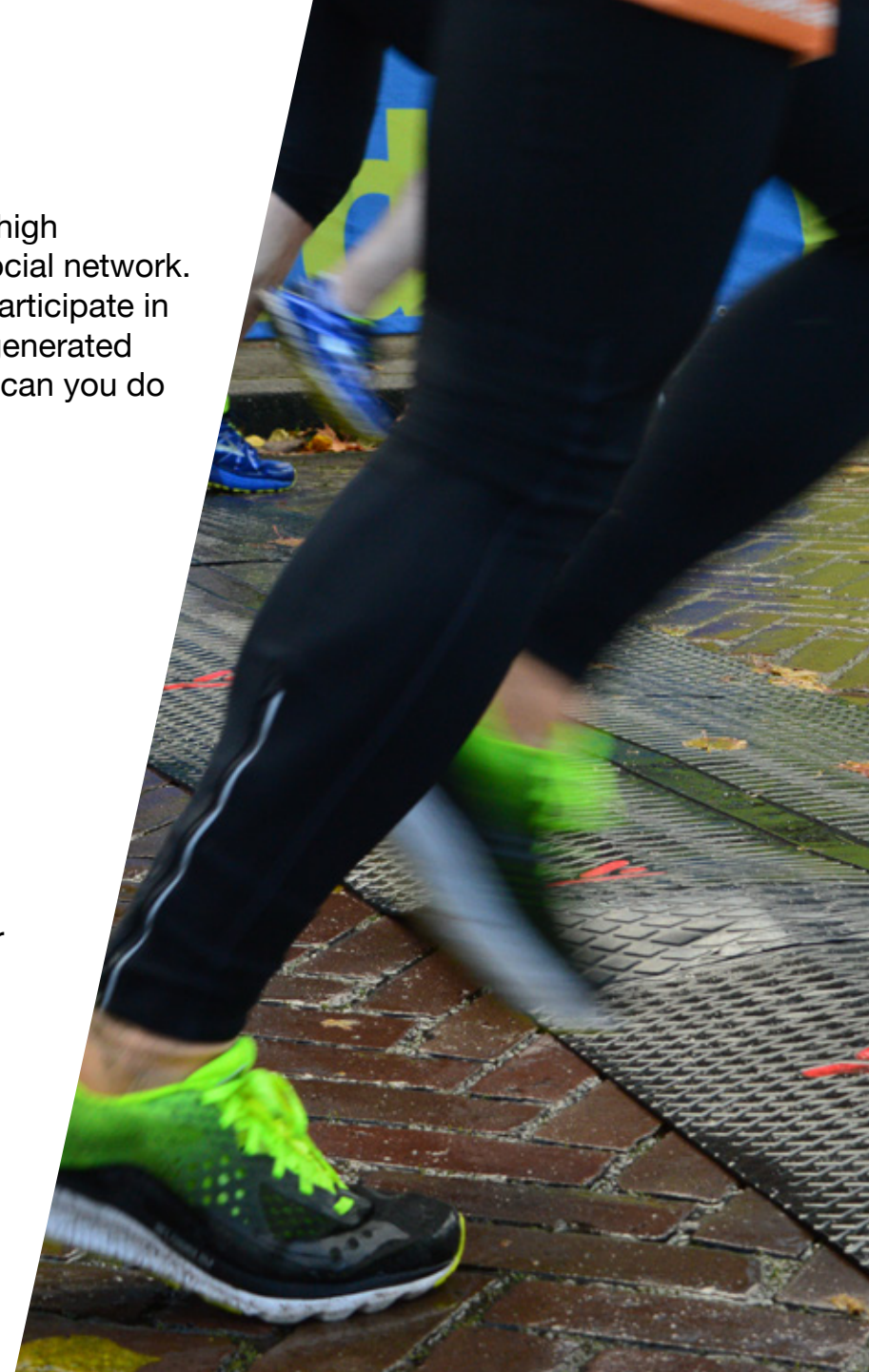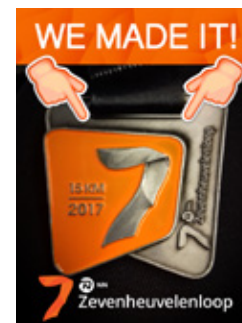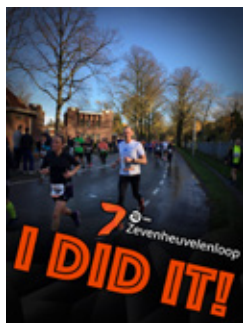
RELIABLE DATA

Every unique experience starts with accurate and reliable data. From registration to race day services like Apps, PhotoVideo and Results, if data is incorrect or not live you miss the boat. It all comes down to choosing a full service platform with a proven track record and choosing experienced partners.

Events and timers get the most accurate and reliable results using MYLAPS hardware and services. When registering for the event each participant receives a start number. On this start number a timing chip is added, called BibTag. Each BibTag has a unique code to identify all participants. It is a lightweight solution for optimal runner comfort and conforms to the IAAF timing standard. There is minimum pre-race handling required and no post-race handling for the runner, event or timer.

The unique signal of each BibTag is picked up by either robust rubber antenna mats on the road or via side antennas. The MYLAPS SideAntennas are designed for all endurance sports and is the best solution for timing on open roads or when there is limited time to setup your system.
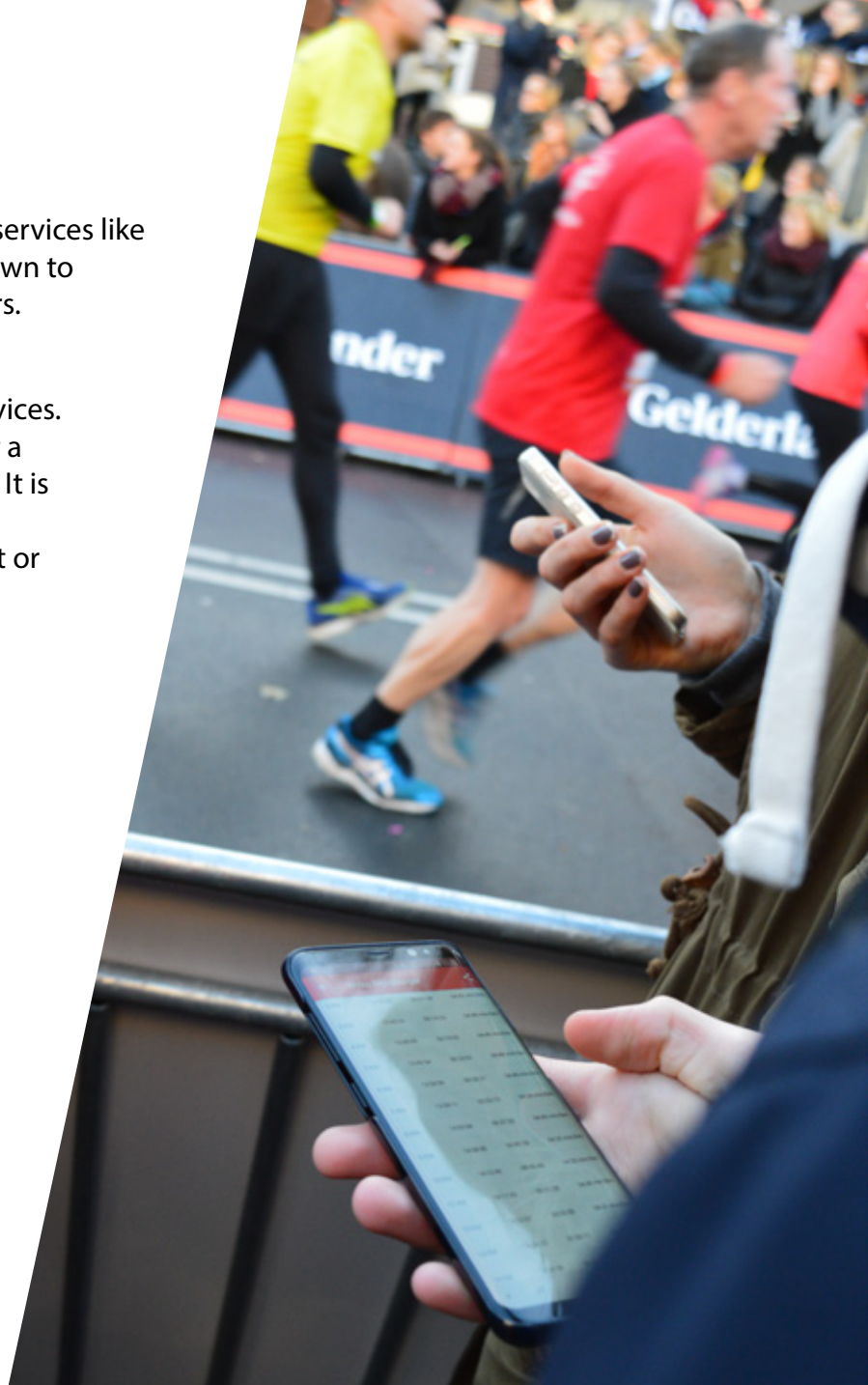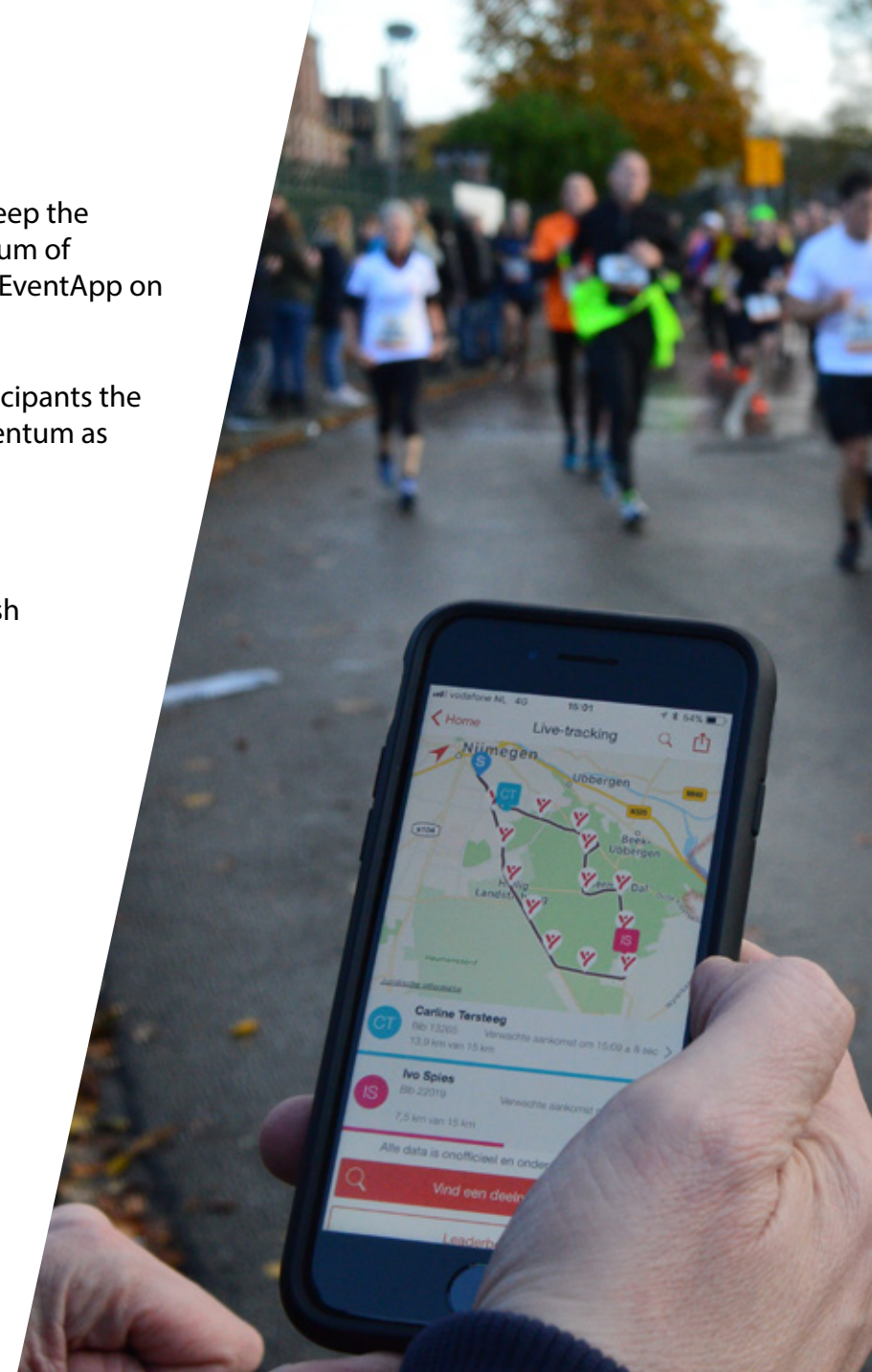
IMPORTANCE OF LIVE

In 2017, on average, people spend over 4 hours per day on their mobile phone. In order to keep the attention of your runners and followers live updates of your event are vital. Use the momentum of relevance and benefit of that by offering live and shareable content. Events using a MYLAPS EventApp on average engage with their App users for over 1 hour and 20 minutes.

People view and share content when there is a significant emotional involvement. With participants the momentum can be extended to a maximum of two days, with spectators you lose the momentum as soon as their favorite athlete crosses the finish line.

Our Google Analytics insights show that from the Monday after the event date you will lose momentum rapidly. Take into account that the majority of the race day photo services publish content from Tuesday onwards. You pay for a service that the majority of your participants, your customers don't use.

Legend:
- ● RESULTS PAGEVIEWS
- ● RESULTS SHARES
- ● EVENTAPP USAGE
- ● SELFIES

X-axis: Saturday, Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday
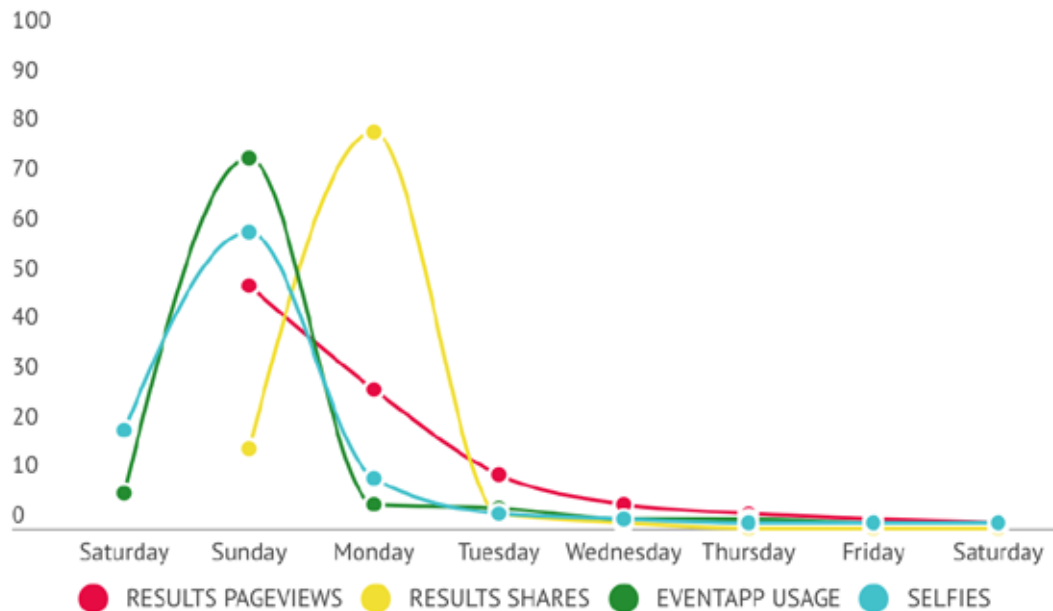
LIVE DATA AND SPONSORING
Interview with running event sponsor NN Group

Live reliable and accurate data is vital for sponsors to activate their sponsorship and add value to your event and their brand. NN Group has a leading role in activating sponsorships both digital and onsite at events. Together with Nike and Global Sports Communication they power the NN Running Team, led by the world's fastest marathon runner Eliud Kipchoge. For mass participation runners they enhance the event experience with the MYLAPS EventApp and innovative onsite activations. Senior Brand & Sponsoring Manager for the Netherlands Alessio Tilocca explains.

"Digital is extremely important for our sponsor activities"

"The behavior of consumers change and move from traditional media to digital. A lot of our customers and potential future customers spend a lot of time on mobile. Our sponsor activities need to fit with the behavior of these consumers. Digital is an important pillar in our strategy, runners and fans need to experience that in our activations."

Branding vs. Sponsor activations

"Branding is important, internationally the NN Running Team creates brand awareness. Next to that, we strive to achieve personal interaction with both runners and supporters on a local level with our activations. Without actually telling the customer, we want them to experience who we are. A personal service provider with the aim of helping people with their big & little personal goals in life. With our onsite and digital activations we enhance the event experience and create a meaningful interaction on an emotional level for both runners and supporters."

MYLAPS EXPERIENCE PROGRESS

POWER OF INTERACTION
Interview with running event sponsor NN Group

OUR GOAL

Alessio Tilocca continues: "The goal of our sponsor activations is to create interaction. By origin our company has limited contact and interactions with consumers. We are not highly visible on a daily basis and often the image people have of our company is partly driven by what others say about us. With our activations we engage with our customers at an emotional level and let them experience our brand promise in a fun or informative way."

MEASURING A SUCCESSFUL SPONSORSHIP

"For us a sponsorship is successful when we succeed in three things.
1) We have enhanced the experience of runners and helped them achieve their personal goals. Creating emotional involvement with their friends and family, who were able to follow and support them via our activations is vital. For supporters it is important to know where their favorite runners are. We have worked together with MYLAPS at multiple events in an innovative way to enhance the experience for runners and supporters.

2) From a branding perspective the activation helped in creating a positive brand image with both runners and supporters in relation to the NN Group brands.

3) With online activations we are able to fully measure all activities. Important KPI's for us are interactions, shares, comments and likes for earned media. Content that the runner or spectator decides to share within their social networks like Facebook, Instagram, Twitter but also WhatsApp."

NN ACTIVATIONS

HET JUICHMOMENT
Every runner is a winner, because everybody runs to achieve their personal goal.
NN Group helps runners to celebrate the moment they finish.

DE HARDLOOP SUPPORTER
The ultimate cheer moment for NN Marathon Rotterdam runners. While passing the 35Km point personal cheer video created by family or friends were played. Almost 7,000 personal videos were created and played live while marathon runners were passing.

Whitelabel EventApp
Follow your favorite runners live via the whitelabel EventApp, keep them up to date with all need-to-know information and engage users with features like Selfies.

For all activations the live, accurate and reliable data is powered by MYLAPS

MYLAPS EXPERIENCE **PROGRESS**

SHAREABLE EXPERIENCE

Next to organizing an event for hundreds or thousands of runners you are facilitating an experience. Not only for your runners but also for the even larger number of spectators on-site or elsewhere around the world. By using the EventApp the NN Zevenheuvelenloop managed to engage with users from over 30 countries worldwide.

The benefit of the high emotional involvement of your followers andsupport them in creating meaningful shareable content. You can brand your content so you and your sponsors will benefit.

GET TO KNOW YOUR RUNNERS

Over the years lots of runners have registered for your events. You probably know their names, their age and have an e-mail address, but do you really know your runners? What are their interests, what content has their interest and what are their needs? The goal is to build a fan base, with active profiles and to interact with your fan base based on their interests.

Use your big data and transform it to big value. Shift your focus from reaching potential participants to building up a year round relationship with relevant content. Apply your personalized data in your marketing strategy. The MYLAPS EventApp helps you providing a digital platform to engage with athletes and fans, gives you insights on your users and supports you in creating relevant content.
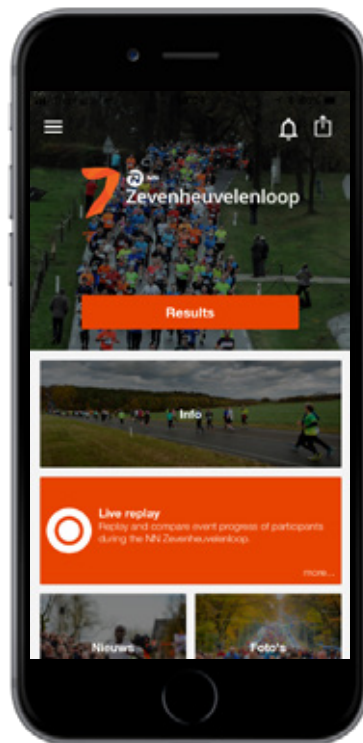
AWARD WINNING PLATFORM

Handling large amounts of data and feeding the data live to multiple platforms is a challenging expedition. Using a platform which can scale up automatically to suit your needs is a must.

With over 35 years of experience and innovation, servicing over 20 million athletes per year. MYLAPS has an international partner network to help service your event. Get in touch and make sure you enhance the experience of your athletes, fans and sponsors with the only award winning platform of the industry.

Best Sports Digital Platform of the Year for Standard Chartered KL Marathon App

Sports Industry Awards 2017

Other award winners at the SPIA Asia Conference:
• Formula 1 Rolex Australian Grand Prix (Best Sports Event Hospitality Offering of the Year)
• Red Bull Air Race World Championships 2017 – Abu Dhabi (Red Bull by Blink Experience)
• Australian Open 2017 (Best International Sporting Event Sanctioned by an International Federation)

MYLAPS EXPERIENCE **PROGRESS**

GAMECHANGING LIVE EXPERIENCE

Want to bring your event live experience to the next level? Add PhotoVideo to your event! Create live shareable content for both athletes and fans. The content is live available in the EventApp or any other platform of choice.

"We found the photo integration to be well thought out and a valuable addition for participants and their fans. All of this was contained in a well-developed U.I. which is very often not the case in many event apps."

Steve Lastoe
Race director & founder New York City Runs

PhotoVideo boosts your sponsor value with pre branded photo and video content. The content is available free of charge to share and download. Furthermore it is available live or the same day making it a game changing innovation. Since the official release in September 2017 it has already made significant impact on the engagement and exposure for events and sponsors; boosting the engagement and sharing on average with 60%, and the average session time with 5 minutes.

Lincoln marathon 2017

📷 **67,000+**
Personal pictures

↑ **44%**
Page views

🕐 **5 minutes**
average session time increase

↑ **60%**
more engagement

WWW.MYLAPS.COM