

Bleacher Report: Building the Next-Generation Digital Media Sports Brand for Fans

Designed to Disrupt

Bleacher Report's team and topic-centric approach delivers a unique value proposition for sports fans. While traditional sports brands focus on national teams and a short list of related storylines and players (e.g. Yankees, Cowboys, Duke, LeBron James, etc.), Bleacher Report has developed a content model that enables coverage across hundreds of teams and topics – and the specific content experiences therein – that fans find most compelling interesting in real-time. Bleacher Report is rapidly emerging as the digital sports brand of choice for the rapidly evolving digital media consumer.

Consumer Insight Driven

Bleacher Report leverages a sophisticated content development and curation process that merges insights from multiple consumer demand signals, lead writers, veteran editors, and expert analysis to deliver content that syncs with real-time consumer demand. Bleacher Report delivers more than 600 pieces of originally produced content daily through a network of team and topic specific pages, newsletters, customized mobile apps, and partner sites to reach fans whenever and however they want to consume sports content.

Mobile and Tablet Leader

Bleacher launched "TeamStream™" apps for both iOS and Android smartphone platforms in the first half of 2011, and released TeamStream™ on the iPad and Android tablets beginning in December 2011. Through these launches, Bleacher Report is already considered one of the most popular sports content apps with more than 1 million downloads across both the Apple and Google Play app stores. Five-star ratings abound as the B/R apps deliver always-on connectivity between fans and the targeted sports content experience they demand across these new devices. In September 2012, a new version was introduced for iPhone users which promises to extend how fans enjoy their teams by creating new social streams, where friends come together to share news and opinions about their favorite teams.

Voices

B/R continues to invest in a growing class of lead writers who are increasingly being viewed as thought leader voices around important sports topics. Bleacher's lead writers provide direction and guidance to the company's vast contributor base, contribute to the video content, as well as help to shape the direction of content and conversation with readers through social media platforms. Since its inception in August 2011, the lead writers represent the best in B/R's coverage of the NFL, NBA, NCAA, MLB, Soccer and MMA. Not only have the 20-plus lead writers developed their own following on B/R, they are frequently called upon by sports radio/TV outlets across the country to provide their unique insights and expert commentary.

Quality

B/R continues to take significant steps in delivering high-quality content that is generated from a broad-base of contributors who turn to B/R as a platform to pursue a passion and their deep interests in sports through their own voice and with their unique perspective. One of the key benefits to Bleacher Report's contributors is that the company is helping these writers build their personal brands in conjunction with other initiatives they may be pursuing as authorities around their specific areas of expertise. B/R continues to invest in the writing development of its contributors by creating tools, training materials and a world class publishing environment to help them become the best contributors they can be. This new publishing model has served contributors quite well as it has provided a stepping stone for writers looking to pursue other journalist opportunities or giving voice to those who want to remain a "lawyer by day, sports writer at night."

Video

Over the past year Bleacher Report has aggressively expanded its content production capabilities into the realm of original sports video for consumers and brand marketers. By tapping into consumer demand insights around teams and topics, and leveraging the abilities of key contributors, B/R delivers video insights that enhance the content experience for fans. B/R has also expanded video programming to include franchise shows like NFLDraft365 (B/R's year-round show discussing the NFL Draft), Full Ride (a weekly college football recruiting show), The Ultimate Show (B/R's weekly video show covering MMA), BR5 (a daily dose of sports meets entertainment features), and Why We Watch (a series of short documentaries that cover timely sports stories). Bleacher Report has expanded its efforts in video by partnering with YouTube as one of the early launch partners in YouTube's original programming efforts announced in the Fall of 2011. In August 2012, B/R was acquired by Turner Sports, which will lead to continued video enhancements across the site.

Monetizing through Brands

Bleacher Report delivers a highly-engaged audience that brands covet. B/R partners with brand marketers on multiple fronts including innovative sponsorships, creative ad products, brand integrations on the popular TeamStream™ mobile and tablet offerings, and creative sponsorships of B/R video programming. Through a truly “360 degrees” approach that covers all screens and content types, Bleacher Report’s brand integrations deliver a full-slate offering for marketers striving to reach and engage the elusive male 18-34 year old demographic.

Parent Company/Larger Partnership Potential

In 2012, Turner Sports acquired Bleacher Report. Turner Sports currently manages digital properties on behalf of the NBA, NCAA and PGA, oversees ad sales for NASCAR.COM and has a strategic sales relationship with Yahoo! Sports. B/R will complement a preeminent collection of brands within the Turner Digital portfolio spanning entertainment, sports, kids, news and comedy destinations across broadband, mobile and tablet.