

NBC Sports Trials Audazzio Second Screen Technology on Tour de France Broadcast

AUDAZZIO®

Your magic wand to redefine the fan experience

At a glance

Audazzio is an app embedded service that allows any audio stream - broadcast or live - to control second screen devices in a fast, frictionless manner.

Key Results

- Audazzio successfully bridged the primary screen with the home audience.
- Audazzio technology survived the rigors of signal transcoding and transmission.
- Audazzio works seamlessly on traditional MVPD, VMVPDS, and DTC.
- The Audazzio production workflow is simple and effective.

CHALLENGES

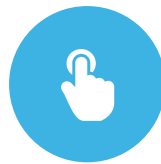


NBC Sports executives know most viewers watching a broadcast have a mobile device nearby. NBC has been using the QR code in an effort to reach personal devices with event and scheduling information but lamented its ineffectiveness due to actions the customer must take to scan the code.

SOLUTIONS



NBC Sports was eager to explore deploying the Audazzio second screen technology on NBC's Tour de France broadcast. Audazzio automated the second screen connection making it a frictionless extension of the broadcast for the selected test market.



Interactive



Informative



Key Insights

BENEFITS



1

Real-time Synchronization

Audazzio connects your content with audiences in real-time fully synchronized with the broadcast regardless of when or where it is watched.

2

Truly Frictionless

The unique Audazzio technology provides truly frictionless audience engagement that QR codes and calls to action cannot.

3

Unencumbered Viewer Experience

Simple implementation and activation eliminates the connection struggle for all parties delivering content in less than 1 second.



Entertainment



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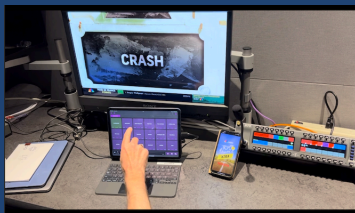


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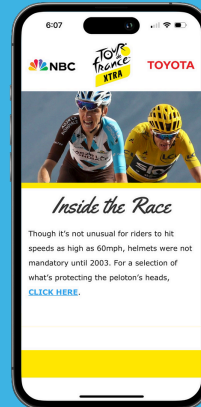
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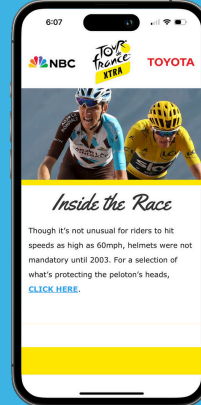
TOUR DE FRANCE BROADCAST EXAMPLES



Live Activation



Informative



Key Insights

