

Boosting Cricket Engagement through Archival Content

CASE STUDY

Client: Cricket Australia

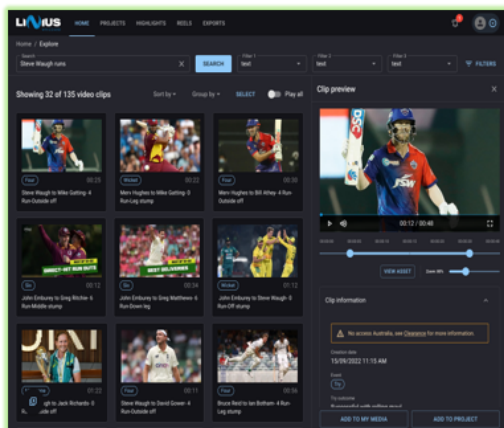
Industry: Sports and Entertainment

Background:

Cricket Australia, with a vast archive containing over 40,000 hours of footage, sought a solution to unlock the full potential of this invaluable content. The goal was to transform the archive into a dynamic resource that could drive fan engagement and create new monetization opportunities.

Challenge:

Finding and curating content from such a large archive was time consuming, costly, and proved nearly impossible.



Solution:

Cricket Australia partnered with Linus to deploy Whizzard, a platform specializing in unlocking vast archives of content. The collaboration focused on repurposing the archived cricket footage to tell rich, engaging narratives that would resonate with both long-time cricket fans and new audiences. Whizzard securely accessed Cricket Australia's Microsoft Azure bucket to discover the over 40,000 hours of archival content. Whizzard helped Cricket Australia through features such as:

- **Advanced search:** Allowed user to search for historical content effectively and efficiently. Paired with Whizzard's robust filtering capabilities, users were able to drill down to specific moments faster.
- **Content recommendations:** "More Like This" content recommendations surfaced content that would have otherwise been missed.
- **Auto-Highlights:** Whizzard can auto-create compelling pre-live content, career milestone features, and significant match moment recaps, helping users save time.
- **Publish:** Users could directly edit and curate post-live content in Whizzard and publish to FAST Channels, YouTube and Cricket Australia website with multiple export options, including Mp4, EDL and URL.

Results:

- **Increased Efficiency in content production:** Content producers were able to search up specific moments within the vast archive to quickly package a collection of clips to share with broadcasters. [Here's an interview with Tim May](#), Australian Cricketer with Channel 7. A task that would have taken hours was done within minutes in Whizzard to search, curate and export to the broadcaster. This increased efficiency is estimated to have reduced resourcing costs per-minute produced by approximately 70%.
- **Increased Ease of Discovery:** Whizzard has made stumbling across classic moments from the last 50 years much easier – boosting the potential value of the asset and delivering quality unique content to cricket fans.
- **Increased Viewership:** The engaging archival content led to a noticeable uptick in fan interest and viewership during periods with no live matches.
- **Fan Engagement:** By presenting historic moments in a compelling manner, Cricket Australia saw greater interaction across digital platforms and social media, with fans sharing and discussing memorable cricket moments.

Conclusion:

Cricket Australia's collaboration with Whizzard proved to be a cost-effective and impactful strategy for maximizing the value of their archival content. By curating and presenting historical moments in a fresh, engaging format, Cricket Australia succeeded in increasing fan engagement and viewership, demonstrating the power of repurposing content to drive lasting audience connections.