

# UGC Is Not Piracy



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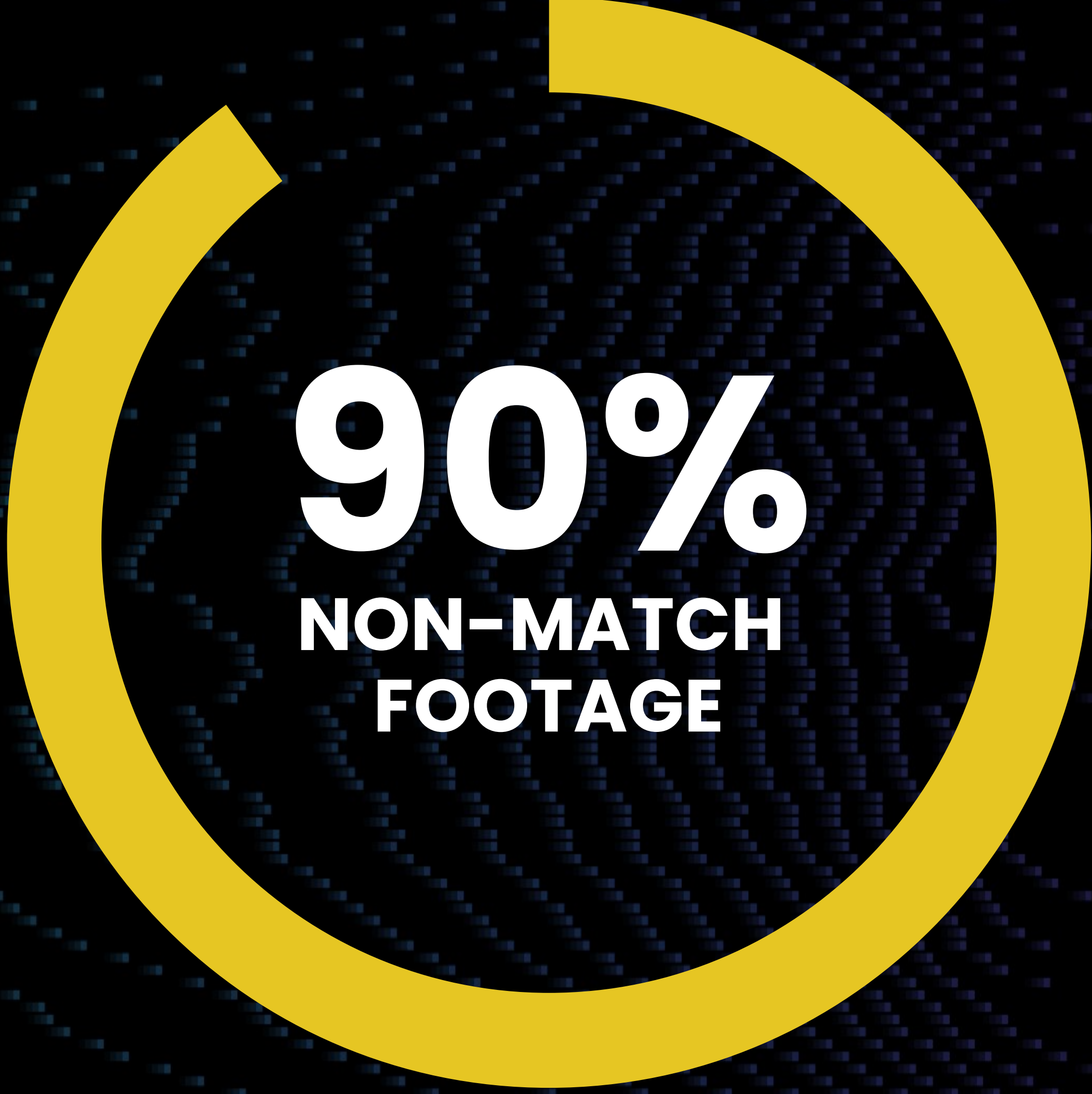
**For too long, user-generated content (UGC) has been treated as a single, bulk class of “nice to have” content – unmeasurable, unmanageable, and sometimes generally misclassified as piracy.**

This labeling of piracy was predicated on the assumption that all UGC is using game footage and therefore infringing high-value media rights, which make up 50-90% of global league revenue sources annually.

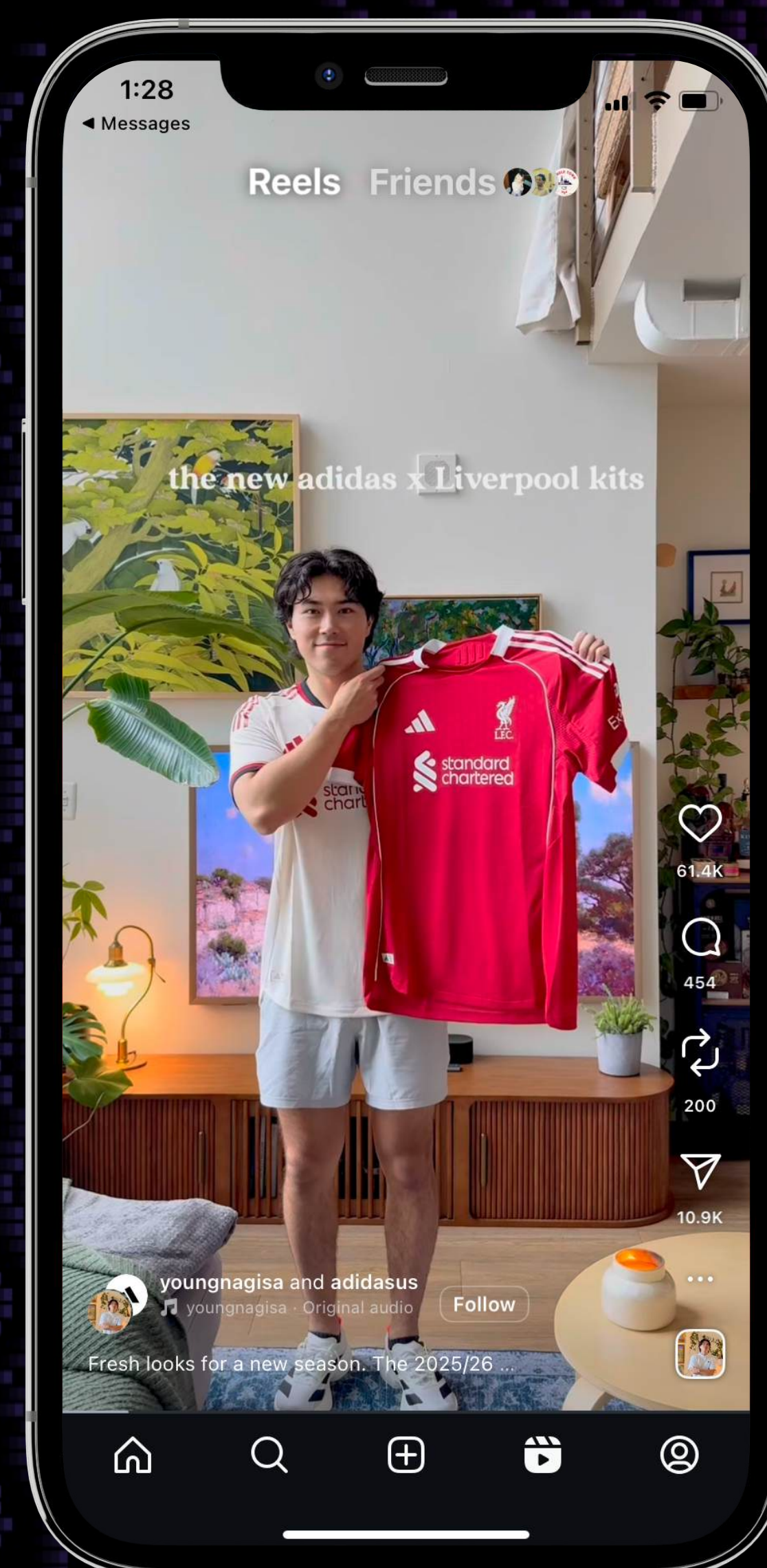
However, case studies executed by Videocites for major European leagues uncovered an unrecognized truth: more than 90% of UGC does not feature match-footage, rendering the content as brand-safe and carrying immense potential to amplify the league's reach and impact without jeopardizing media rights

## The Reality of UGC

Over 90% of UGC comes from non-match footage — brand safe, impactful, and ready to amplify reach.



**90%**  
**NON-MATCH**  
**FOOTAGE**





## What's Inside UGC

The reality is that UGC is a dynamic, multi-faceted ecosystem of creative formats that stretch the story far beyond the broadcast itself — reshaping how fans experience the action, interpret the narratives, and share their passion across platforms:

### Talking Heads Commentary

Fans and creators breaking down matches, transfers, and team storylines.

### In-Stadium Experience

Capturing raw, authentic moments from the stands.

### Behind-the-Scenes (BTS)

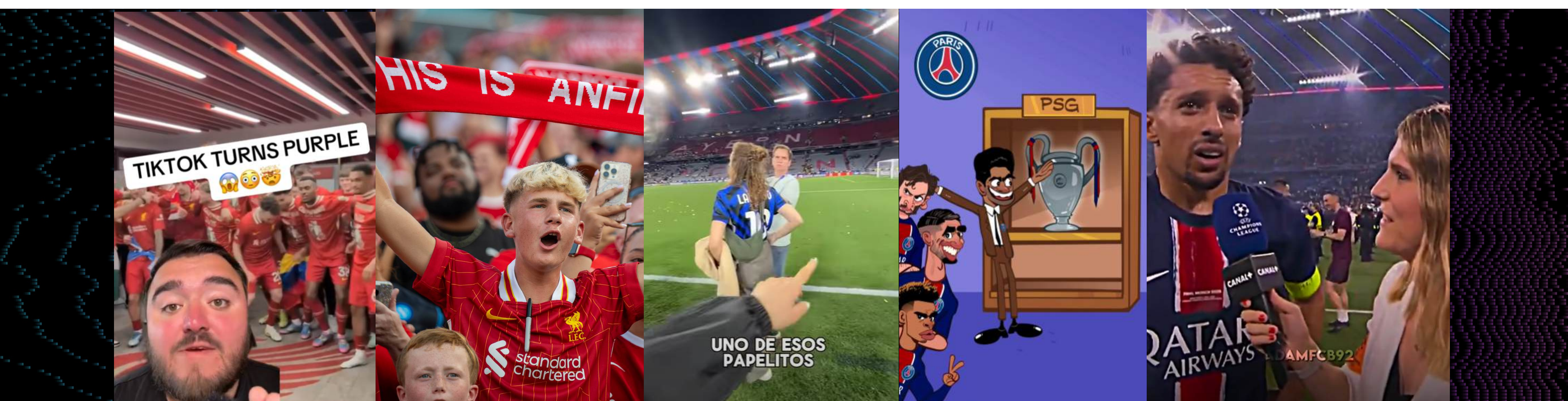
Locker room celebrations, training sessions, and cultural moments.

### Animated Originals

Satirical or fan-made animations that keep fans engaged between matches.

### Peripheral Coverage

Matchday rituals, pre/post-game atmosphere, and fan reactions.



This content doesn't erode rights value — it expands engagement, builds community, and multiplies brand impact at a scale no owned channel can replicate.

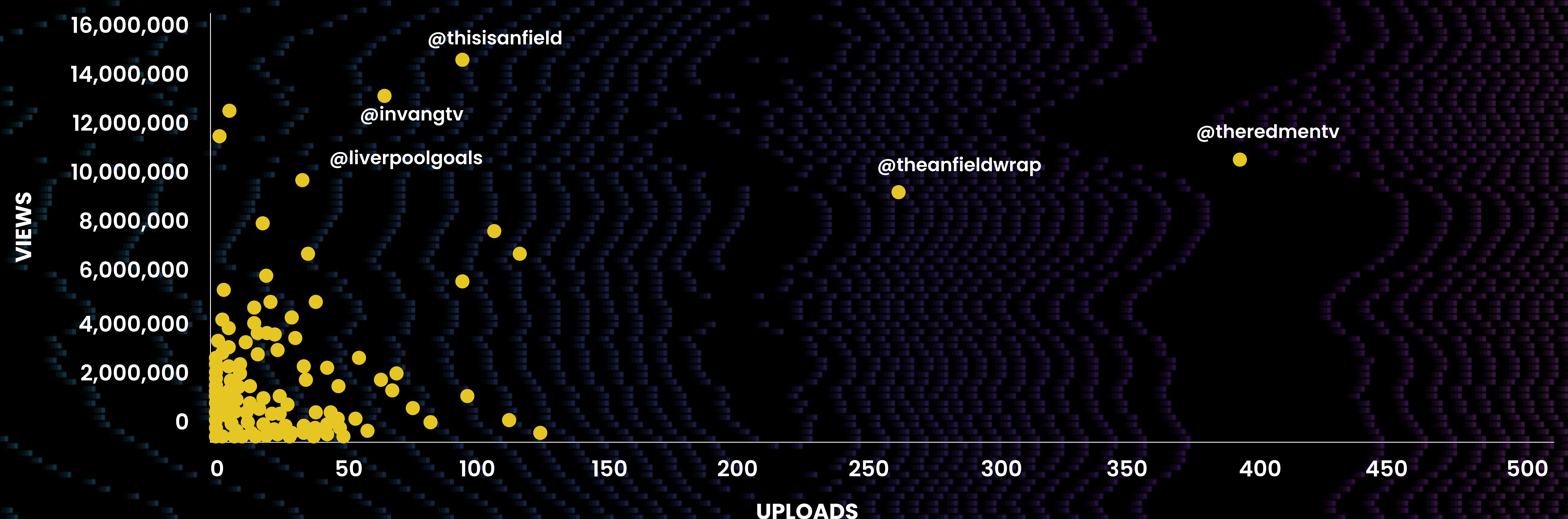


The impact of this research is flipping the whole approach towards UGC, with many of the world's biggest IP owners leaning into UGC and delivering additional revenue streams as a result (without sacrificing rights value).

When harnessed correctly, UGC becomes a powerful tool that flows organically through communities, sparking conversations, and influencing perceptions in a way traditional campaigns struggle to replicate. But to unlock its true business value, UGC needs to be identified and measured, completely. In our study, we tracked over 7,000 unique creators who contributed content, amplifying brand presence at a scale no owned channel could replicate.

## The Power of a Crowd

Individual fan accounts generate massive brand amplification – far beyond what brands publish themselves.



Organizations that quantify this UGC activity have already started unlocking an entirely new layer of business growth as earned channels – affiliates and UGC – are estimated to be 5x larger than owned channels in terms of total uploads, views, and engagements. When measured, UGC is now one of the most powerful levers for digital growth, partnership expansion, and brand amplification, globally.



# How UGC Drives Value Across the Business

**While game-footage UGC can be monetized directly, in the sections below we'll present how the non-game UGC footage offers new monetization and marketing avenues.**

## **For Marketing Teams**

UGC fuels authentic reach, builds trust, and extends your brand's visibility beyond owned channels. It influences purchasing decisions through credible, peer-driven content. With the right tools, your Marketing team can:

- 1 Report on your true reach across social platforms
- 2 Identify and activate passionate fan-creators worldwide for your influencer or creator programs
- 3 Measure the ripple effect of your content to improve channel and creative strategy

## **For Sponsorship, Partnerships & Sales Teams**

Measured UGC unlocks a powerful new asset for both sponsorship renewals and new partnership pitches. It quantifies how fans are organically amplifying your sponsors' brands, providing hard data that strengthens negotiations, demonstrates ROI, and creates new, monetizable inventory. By turning "soft" fan engagement into measurable media value, UGC fuels partner activations, rights extensions, and more compelling sales narratives.

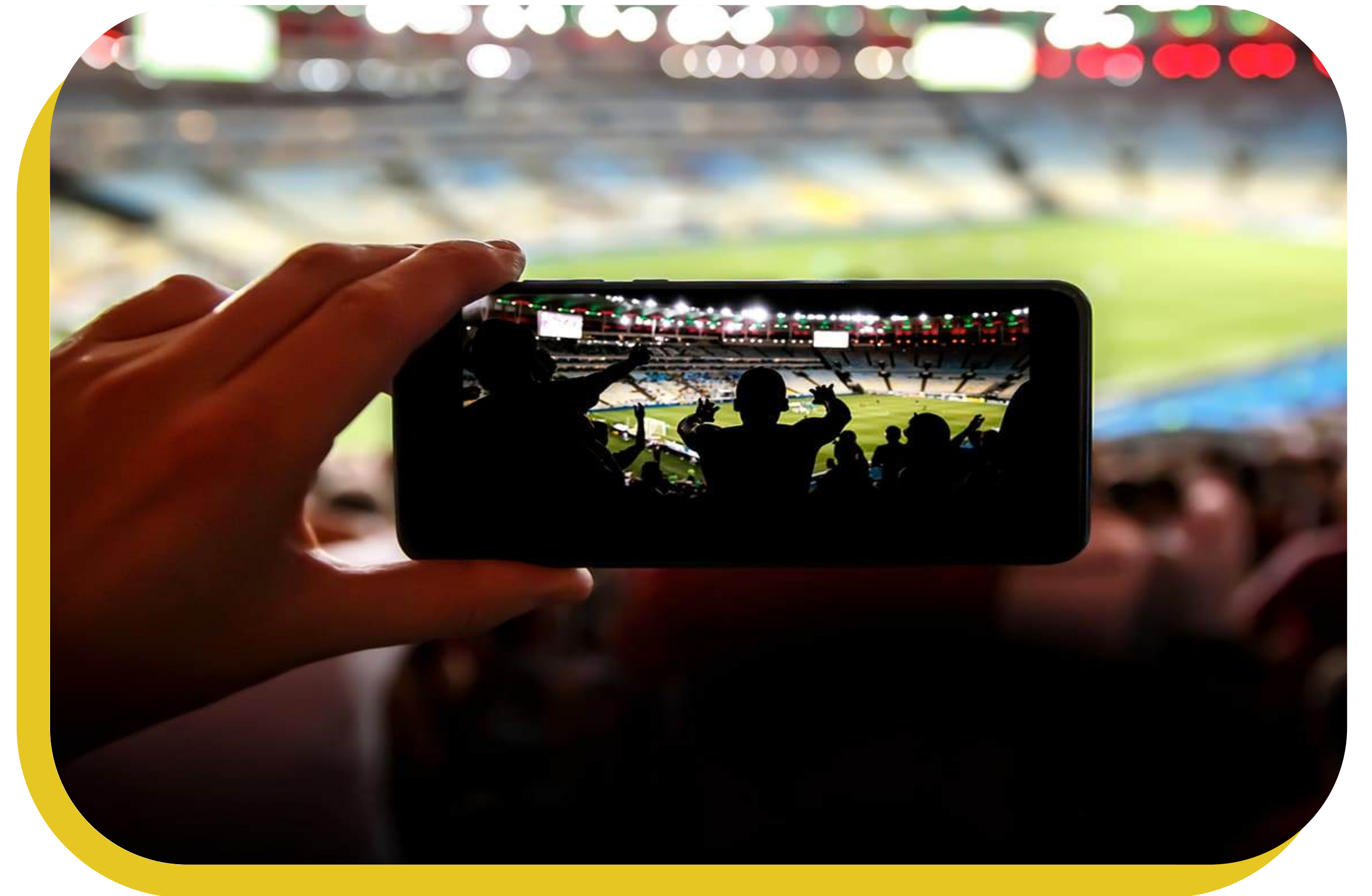
## **For Business Intelligence Teams**

UGC insights reveal content trends, audience interests, and platform dynamics. This data feeds directly into strategic planning, enabling BI teams to provide actionable recommendations that elevate content strategies and optimize digital performance.



## The Path Forward

Fan-created content is no longer a gray area nor should be immediately passed off as piracy. It's a measurable, reportable, and monetizable asset that can – and should – be integrated into your growth, sponsorship, and content strategies.



## Leadership Perspective

This report confirms what many rights holders have always suspected. UGC has an immense potential. It's a measurable, brand-aligned channel that fuels growth. With our ability to track all social content created around a brand and moment, we can stop real piracy while fueling new revenue streams in this creator-led age of social media.

**EYAL ARAD**

Chief Executive Officer / Videocites

## Follow Your Content, Everywhere

Social media tells a story that traditional social media analytic tools can't capture. Platforms thrive on dynamic interactions, real-time engagement, and viral UGC moments. Videocites is the only technology company that tracks how content flows across social media channels and platforms, no matter the source.

Discover how to tap into the power of organic uploads and accurately measure your content's performance.

[\*\*CONTACT US TO GET STARTED\*\*](#)



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