



“Conduit’s platform offers a vehicle for fans to connect with their favorite teams and players, delivering MLB.com’s expansive content offerings from anywhere on the web.”

Kenny Gersh
Senior VP, Business Development
MLB.com

Customer Challenges

- Retaining sports fans’ attention and interest in the franchise
- Using the web to successfully expand fan development both during the season and in the off-season
- Finding unique ways to deliver ongoing branding

Conduit Helps Sport Organizations Deliver Their Brand and Broadcast Content to Fans

With the evolving world of technology and media, sports organizations are now looking to connect with their fans in more ways and more places than ever. Franchises seek new ways to deliver their content and help their brand stand out both on and off the court. By leveraging different tools such as social media, email marketing, mobile applications, web gadgets and more, franchises are trying to find the right mix of affordable and effective marketing solutions that can help them improve fan loyalty, interaction and retention.

The Conduit Platform has emerged as one of the most successful and popular solutions for sport organizations. Since 2005, it has been chosen by thousands of teams and fan clubs to reach millions of followers around the world. The powerful platform helps the teams retain a constant presence in front of fans, delivering better results with increased traffic, loyalty and brand engagement.

NHL Teams Connect with Fans on a Whole New Level

The **Detroit Red Wings** and **Montreal Canadiens** of the **National Hockey League** are among the many sports organizations that are utilizing the Conduit Platform. They offer their fans a branded conduit that delivers breaking news and timely offers on the browser and desktop, keeping them engaged and connected to their favorite sports team. According to Steve Violetta, Senior Vice President of Business Affairs, Detroit Red Wings,

“Having such an effective communication method at our disposal has added a new, more immediate dimension to our marketing program.”

Focused on fan engagement, the Red Wings named their custom conduit the “Fanbar” and use it to connect with fans with real-time news coverage of playoff schedules and scores, the team blog, and in-depth player information.

The Fanbar also allows fans access to premium site content such as the team’s TV gadget, which lets fans play highlights from the Detroit Red Wings Hockey Show right on their browsers, no matter where they are on the web. The Red Wings organization finds it **easy** and **cost effective** to use the free Conduit Platform to update and maintain the Fanbar.

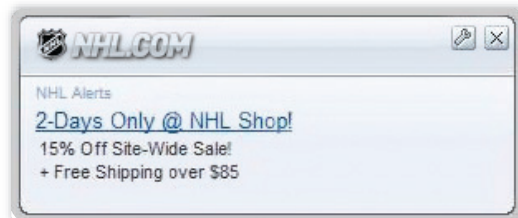


Detroit Red Wings Community Toolbar



As a result of the success of the two teams, the **National Hockey League** decided to join the trend and now offers the official NHL conduit for hockey fans from all over the world. Promotion of the custom NHL conduit on their website resulted in a **217% increase in new user adoptions** and a **106% increase in the number of**

active users that engage with the NHL's content on a daily basis. With ongoing alerts sent directly to users' desktops, the NHL is able to gain user interest and retain constant contact in order to bring fans back to the site. The NHL finds that by offering a custom conduit to deliver their best content and news feeds, thousands of fans interact more frequently with their brand, increasing awareness and loyalty to their favorite winter pastime.



NHL Desktop Alert

Sports Organizations Broaden Their Presence Beyond the Playing Field

Thousands of sports organizations of every size and type are now using the Conduit Platform to keep fans engaged throughout the year. Some examples include:



The Conduit Platform is an essential marketing tool for Major League Baseball. The organization created **branded conduits for MLB.com and each of the 30 club websites**, offered in English and in Spanish, with diverse apps including a breaking news ticker, game scores, standings, ticket sales, and community engagement tools including the forum, blogs and Twitter updates. As two of many different examples, usage of the custom conduits offered by the **Boston Red Sox** and the **New York Yankees**

increased over 60% during the course of 2009 baseball season. Thousands of fans each month get their breaking news from their favorite team's conduit and watching games via the built-in MLB.TV app.



The Liverpool Football Club launched their branded conduit in 2009 to unite with fans by delivering club video, news and live broadcasts, ticket information and exclusive membership details to their fans. The custom conduit was added to other successful tools deployed by the great football club including mobile and iPhone applications and social media presence. **Over 32% of Liverpool FC's users connect with the conduit daily**, consistently increasing value potential over time. To support the launch of their branded conduit, the club initiated a promotional campaign on Facebook, with a **1200% increase in adoption in one day.**

FCBarcelona created three localized conduits to connect with avid football fans, in English, Castellano, and Catalan. In the first 24 hours of the conduit's launch, FCBarcelona sent an update to the exclusive FCBarcelona members club, inviting members to install the conduit. By focusing on the most valuable members of their community, FCBarcelona reported a **75% increase in adoption** and **double the number of actions per user** in the first 24 hours.



The Sony Ericsson WTA Tour site, official site of women's professional tennis, created a custom conduit that provides tennis fans with social media and video content, including clips of recent WTA Tour highlights, photographs, and tour news. The branded conduit has been adopted by fans in **47 countries** and the **number of active users increased 94%** in less than 2 months since its launch in 2009.

Feyenoord Rotterdam N.V. Futbal, the leading Dutch team, leveraged the Conduit Platform to create a way to unite with fans in 30 countries with the team's RSS feed, access to ticket sales, the team store, and player information. The team has reported a **370% increase in daily interaction** with the team's content in the month after launch.



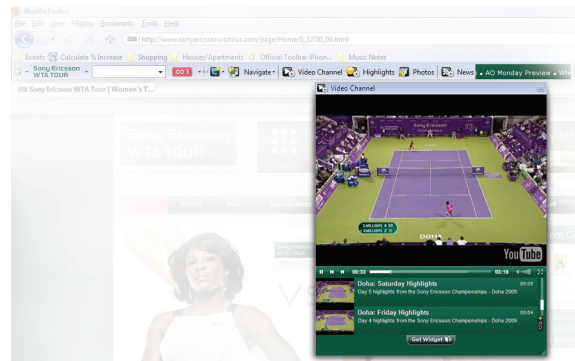


Liverpool Football Club:

- **32%** of Liverpool FC's users interact with the conduit daily
- **97% increase** in active users over 90 days as a result of effective campaigns
- Promotions on Facebook increased conduit adoption **1200%** in one day

Sports Organizations Reach Millions More with the Conduit Marketplace

Thousands of sports organizations and fan clubs of all sizes are also leveraging the **Conduit Marketplace** to expose their brand and content to new users around the globe. With an opportunity to share their custom apps with more than **200,000 publishers and 60,000,000 users**, sports clubs are quickly joining the trend to deliver videos, applications, news feeds and any other content they offer on their custom conduit to other members in the Conduit network. Die-hard fans of different teams and sports can view content from all of their favorite teams in one place on the browser and desktop with an easy subscription to multiple sports channels.



Marketplace Apps Featuring Tennis Highlights

Since the launch of the **Conduit Marketplace** in 2009, global sports franchises have been extending their reach to more fans that otherwise would not have been exposed to their brand and content. Franchises are able to reach **millions of new subscribers** and discover new revenue streams.

Worldwide Adoption of the Conduit Trend:



EUROLEAGUE BASKETBALL



A B O U T C O N D U I T

Conduit enables web publishers to distribute their offerings directly and through its global network of more than 200,000 publishers and their 60 million users. Conduit is the inventor of the SaaS platform that allows web publishers to create and distribute their content and products on a custom community toolbar using all the leading operating systems and Internet browsers including Internet Explorer, Firefox and Safari. The free, powerful Conduit platform has earned the prestigious TRUSTe Trusted Download certification. With the Conduit Open™ initiative, launched in 2009, Conduit is creating new distribution opportunities by simplifying the sharing of content and applications via community toolbars across the World Wide Web. The platform has been adopted by major brands such as Fox News, Habbo, iWin, Major League Baseball, NHL teams, Softonic, TechCrunch, and Travelocity, as well as thousands of small and medium organizations in 120 countries around the globe. If you want to Conduit Your Site, visit: www.conduit.com.