



Sport on TikTok

Today's Agenda

1. What is sport on TikTok?

2. Content Tips

3. TikTok first formats!

4. Content tools

What is sport on TikTok

Where Sports & Culture Collide



Mark Cuban

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**TikTok-like
presentation of sports
is the future of Sports
Media. Period.**



**TikTok is the
new home
for Sports Fans**



Establish TikTok as an **integral piece of the sports fan journey**.
Leverage the **power of sports culture** to bring great experiences to all users.



2023 Priorities Include:

Expanding Content
Offering

Enhancing Partner
Experience

Key Sporting
Tentpoles

Women's Sports &
Emerging Properties

+More



GROWTH HACKING FANDOM

on TikTok

One million TikTok followers and the 'non-league Haaland': The incredible story of the teenagers who bought Walton & Hersham



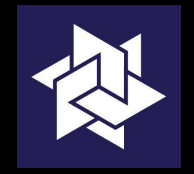
Burnley Women eclipse one million TikTok Live video views

ESPN's embrace of TikTok helps with effort to reach next-gen sports fans

BY AUSTIN KARP
12.28.2021



WINNER
TIKTOK WOMEN'S SIX NATIONS



CONTENT PREFERENCES

What Do Sport Fans Want to See on TikTok?

Sport Fans use TikTok to:



CONTENT PREFERENCES

What Do Football Fans Want to See on TikTok?

Football Fans use TikTok to:



30+B

All-time views on TikTok videos using #FIFAWorldCup²

Content tips

best practices

Profile

- **Make sure to register as a business account. That way, you'll have access to account analytics and be able to add a link and email address to your profile.**
- **Use playlists to group your content.**

Content

- **Make sure to post in 9:16**
- **Show off the best moments from the competitions you have rights for and create behind the scenes content whenever possible.**

Frequency & Length

- **At TikTok, it's all about quality over quantity. There's no magic formula on when to post. If you feel confident in the quality of the content, post it.**
- **Videos on TikTok can last up to 10 minutes.**

keys to success

Content

- Don't use bumpers. Be direct at the beginning of your video to make sure users are hooked.
- If you have a long-form video, make sure it's enthralling and users will want to watch it until the end.
- Think about all facets of your life as an athlete or public figure to create content. What is boring and everyday for you may not be for users.

Editing

- Posting 2-5 times a week is optimum, so think about scaleable formats you can develop to help deliver this, and how TikTok's tools can help.
- Think about how TikTok's in-app features can help you add context and personality e.g. voiceover, text to speech, auto-captions
- Use 1-3 relevant hashtags only e.g. #premierleague, #formula1 , and don't use #FYP #ForYou #ForYouPage - It doesn't work and takes up important space

Video performance

- All videos show up on the For You, but the finish rate, like rate, comment rate and share rate are important for the video to show up on more users' For You Pages.
- Don't forget to take advantage of the content created for TikTok and crosspost it to other social media platforms. Show them what they're missing out on by not following you on TikTok.



- **Be thumb stopping** - make your first 3 seconds as engaging as possible to capture your audience's attention
- **Get creative** - use in-app effects and features such as text to speech, Duet and Stitch
- **Turn it up** - Enhance your video using trending songs and viral sounds
- **Give a sneak peak** - Share your perspective from behind the scenes

TikTok Native Sport Formats




Split-screen highlights

Co-creation is a fundamental part of TikTok's DNA. Be it via duets, stitches or responding to comments with a video, co-creation allows users to show off their creativity.

- Split-screen highlights mimic duets and is a native way of posting highlights on TikTok.
- Utilise manager reactions, fan reactions, pre/post match interviews to combine with the highlights.



Reply to theoneandonly3636's comment

 **#askrobbo** Who would rather live with, Trent or Milner

#Ask

Use our respond to comment with a video feature to allow anyone from your sport org to respond to users' questions.

- This type of content will allow you to connect with the audience and build a bond with our users.



Highlights

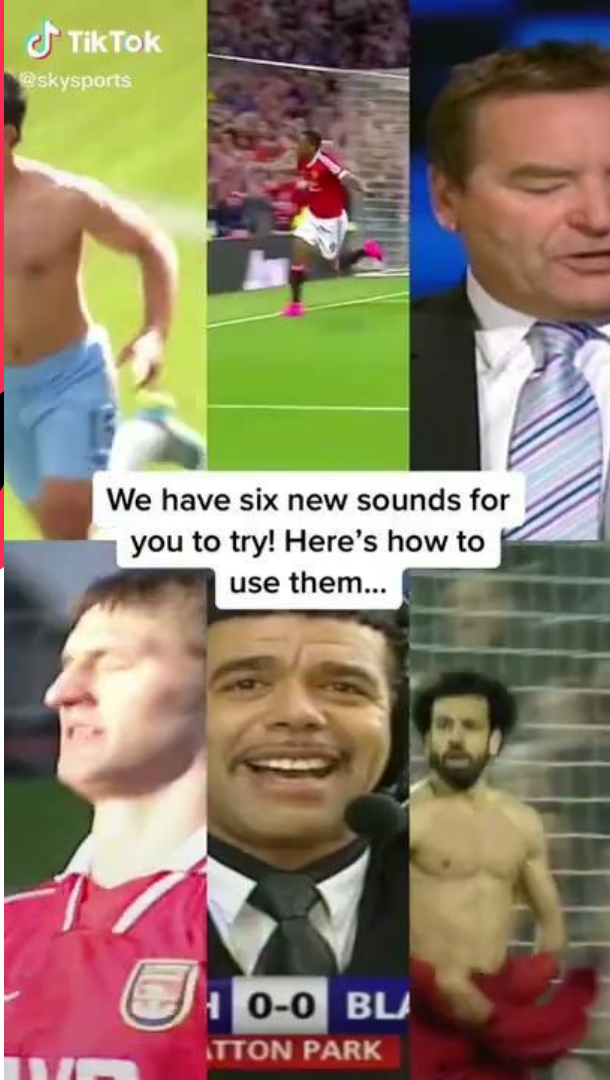
Plain and simple, utilise your rights and post the best moments from the sporting event!

- **Content will be fed on the For You.**
- **Search is becoming more powerful and users can look up certain sporting events and find your highlights there, too.**



Behind the scenes

Fans don't just want highlights, they want the full package. Use your presenting staff and team on the ground to create unique and exciting behind the scenes stories.



Audios

Every viral sporting moment has an equally iconic sound. We can work together to upload your owned audios to the TikTok Music Library to allow our users to co-create with you.

Content tools

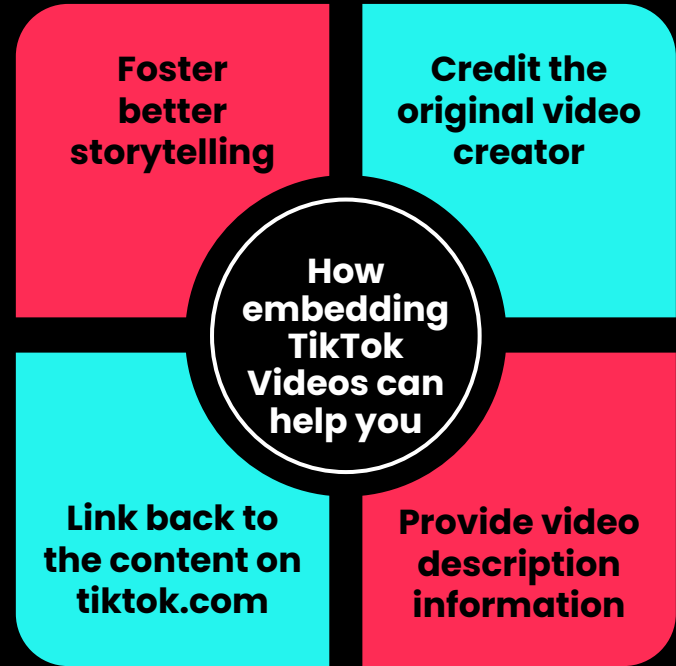
Embedding TikTok videos

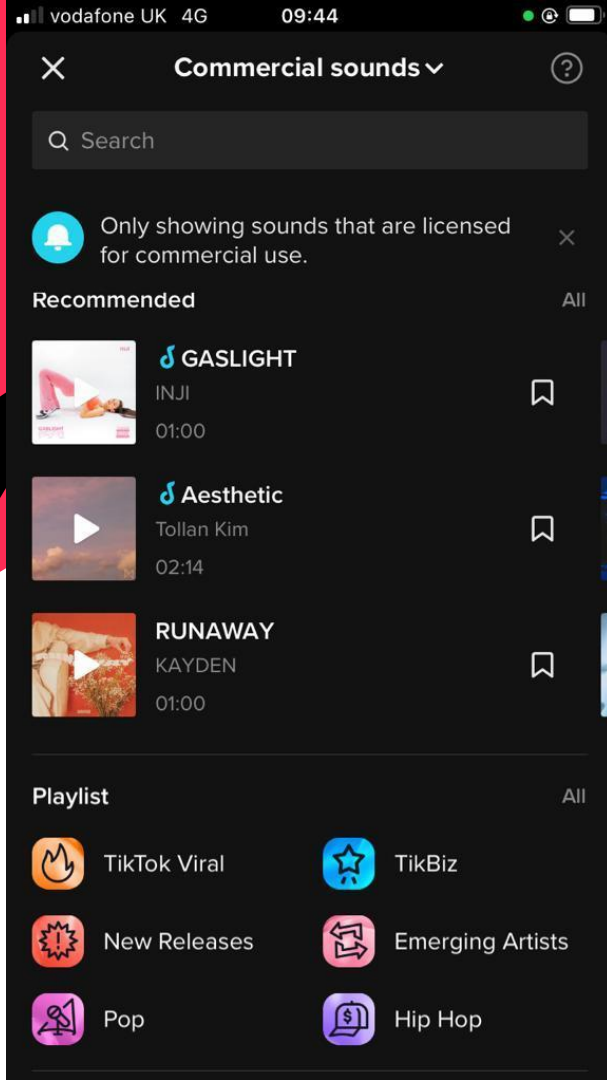
You can now add TikToks to illustrate stories on your website by embedding them into your articles. They're also a great way to drive traffic to your profile.

Embedded videos are displayed as vertical cards to fit a reader's screen. The vertical card supports volume control during playback, with recommended videos suggested at the end of the video.

More about embeds

All buttons and texts on the embedded video are interactive. The "Discover more on TikTok" button at the bottom of the embedded card will either link users to the [Trending Page](#) on the web or in-app.

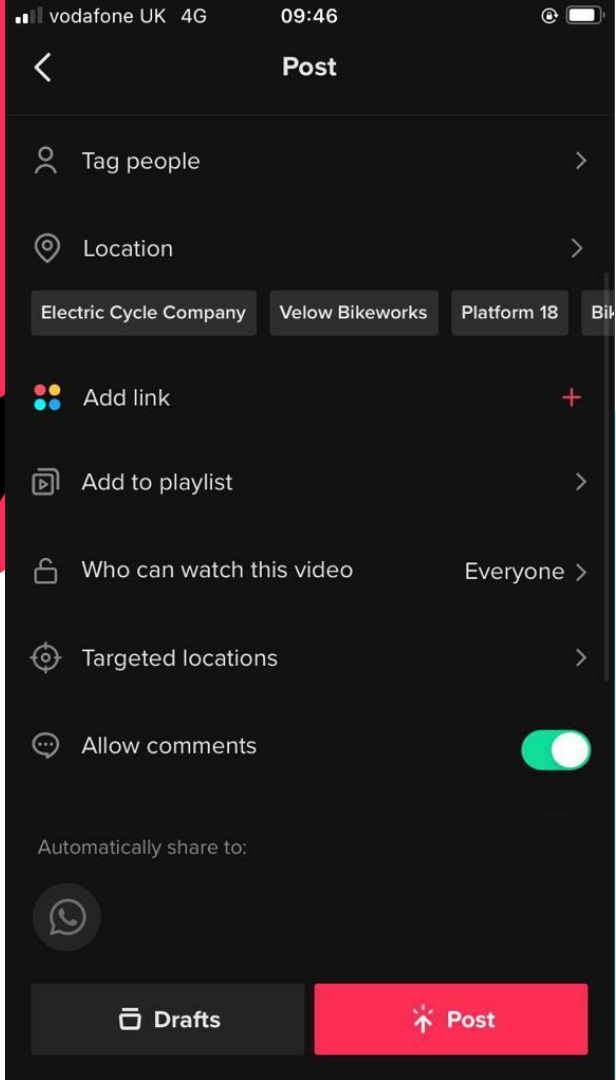




Commercial Music Library

The TikTok Commercial Music Library is a pool of over 150,000 pre-cleared, royalty-free tracks sourced from emerging artists and top-tier music houses

- **Business accounts can only use music from the Commercial Music Library. This is to avoid issues that arise from the use of copyrighted material for promotional purposes.**
- **If you want to use an original song that is not in the Commercial Music Library, you are responsible for making any relevant copyright, usage or licensing arrangements.**



Geofencing

Geofencing is available for rightsowners and broadcasters on TikTok.

- **Before posting, select the territories where your video can be seen.**
- **Geofenced videos can't be duetted or stitched.**
- **Users can't use the audio from a geofenced video**

Upload video

Post a video to your account



Select video to upload

Or drag and drop a file

MP4 or WebM

720x1280 resolution or higher

Up to 10 minutes

Less than 2 GB

Select file

Desktop Bulk Uploads

Have you edited your post off platform? No worries, you can use the desktop version of TikTok to post your videos.

- **From desktop, you can schedule your posts and post numerous videos at once.**
- **Geofencing is also available when posting from desktop.**

Introducing



v2.2.0

Effect House

Creative Effects are a big part of what makes it fun to create on TikTok. Whether you're teleporting into new worlds with Green Screen or freeze-framing with Time Warp Scan, Creative Effects empower creators to express themselves, entertain, and share stories with the TikTok community through a wide array of engaging and immersive formats.

- Effect House offers powerful tools that lets anyone create AR experiences on TikTok.
- Once created, you can publish and share your AR effects with the TikTok community to experience.

Thank you!