

Fan Voice™ For Teams & Leagues

Bring fans closer to their favorite athletes, understand your fans better through first-party data, and create new revenue opportunities for leagues, teams, and players.

Fan Voice™ is a robust solution that leverages the reach, convenience, and intimacy of voice assistants to connect fans with their favorite athletes like never before while providing a new first-party data solution to leagues and team owners.

The Fan Experience

Fans engage their favorite athletes using voice assistants, such as Amazon Alexa and Google Assistant, and hear from their favorite athletes in the athletes own voice or pay a fee for a short form conversation with athletes. *see image sample on right*

The Athlete Experience

Athletes contribute their voice likeness via pre-recorded content, such as interviews, or by participating in a daily/game day audio-only journal.

As the "Cameo of Voice," athletes can securely accept private one-on-one calls from fans who pay a fee for the opportunity to ask a question of their favorite athlete or coaches.

The Management Experience

Get access to all first-party data in real-time via an easy to access web-based dashboard or export data to your preferred analysis portal. Monitor real-time fan engagement data, athlete journal data, voice experience activation data, and more.

Solution Summary

- Connect with fans at scale
- Authentic experience for fans
- Drive deeper relationships
- Simple to scale
- Global reach
- Automated content censorship
- Accessible & inclusive
- Collect real-time fan insights
- Great for live matches
- Available Add-ons for mental health monitoring and revenue generation.



The Technology

Fan Voice™ runs atop True Reply - a hyper-scalable, secure, voice publishing platform that enables dynamic voice experiences delivered and managed in a fifth the time and a tenth the cost.

We're a solutions partner of Amazon and the platform is powered by Amazon AWS Services for a reliable, secure, and scalable experience.

Implementation

Fan Voice™ is a done-for-you solution where we customize every aspect of the voice experience to each specific league, team, and player and we provide all the experience and technical expertise required. The only resource you have to provide are access to the athlete content - pre-recorded, via the Athlete Journal Line, or both.

Fan Voice™ can be delivered to fans as a free app or as a revenue channel for athletes and teams via paid-only access.

