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Entertainment & Sports Sponsorship Gains World-First Audience Technology

TEG Analytics and Roy Morgan today announced the launch of Genome Audience Planner, a next generation sponsorship planning and optimisation platform that provides the fastest and simplest way for advertisers to identify, reach and measure new sponsorship opportunities across the live sport and entertainment sector.

The Australian media rights and sponsorship sector is worth more than \$4 Billion. However, as an increasingly significant marketing and media channel, event sponsorship lags behind the audience science of other media.

Genome Audience Planner brings together TEG's extensive audience and live ticketing data of more than 14 million Australians with Roy Morgan Single Source, Australia's largest and most comprehensive consumer data set for media and channel planning to profile the brand preferences and consumer choices of live audiences across the arts, entertainment and live sports sectors.

By defining a particular fan base, product preference or behaviour, lifestyle or demographic, Genome Audience Planner prioritises the products or services fans prefer or events which are best suited to a particular target audience such as a new car buyer.

For the first time the live entertainment sector can now be defined as a measurable 'media channel' consistent with other media like television, digital or outdoor, enabling live entertainment to play a role inside a broader advertising strategy.

Advertisers will be able to optimise sponsorship budgets across paid, owned and earned media, identify gaps and deepen consumer engagement and shape customer experiences.

Geoff Jones, CEO of TEG, parent company of TEG Analytics says:

"The partnership with Roy Morgan points to the exciting future direction of data analytics in the sport and entertainment sector. It is about intelligent collaboration that combines the power of leading players. That is exactly what we have achieved with the partnership between TEG Analytics and Roy Morgan."

Andrew Reid, General Manager, TEG Analytics & Insights says:

"Genome Audience Planner provides a huge set of insights into the live economy – the who, what and where of fans and participants alike. It allows sponsors and event owners the chance to build their own audience profiles and create more value for the medium."

Howard Secombe, Chief Digital Officer, Roy Morgan says:

"As a single initiative, the Genome Audience Planner will not only validate the strength of this market, but accelerate the introduction of new brand dollars into the event sector. For the first time this new platform will enable advertisers to directly connect their target audiences with live events to build their sponsorship strategy, understand gaps and performance."

For more information:

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About TEG

TEG is Asia Pacific's leading Ticketing, Live Entertainment and Data Analytics company. TEG includes Ticketek, TEG Live, TEG Dainty, TEG Analytics, TEG Insights, TEG Digital, Softix, Qudos Bank Arena, Eventopia, Life Like Touring, The Entertainment Store, Brickman Exhibitions and TEG Asia.

www.t-e-g.com.au

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.