



PARTNERSHIP BRINGS UNPARALLELED ON-THE-PITCH VIEWS TO FANS

Fans can now get a new perspective on season-defining moments from anywhere on the pitch through a partnership between Liverpool Football Club (LFC) and Intel® Sports. As the most engaged social audience in the English Premier League (EPL)², LFC's global fanbase acts as a catalyst that drives the club to enhance and modernize platform offerings. Immersive media experiences, powered by Intel® True View, bring these fans closer to the action through unique and engaging content.

Intel True View is Intel Sports' volumetric video technology for data capture, processing, and production. This new media format enables infinite storytelling from one capture. Aligning LFC with leading-edge technology strengthens the club's ability to cut through a congested match-day landscape and generate never-seen-before content for the club's global audience of 83M³ social followers and beyond.

Despite the passionate global fanbase, LFC estimates only a small percentage of global fans will ever attend a live match at Anfield. This insight drove the club to pursue a next-level experience from Intel Sports that provides their audience with the biggest moments of the match – as if they were on the pitch. LFC's unique partnership with Intel Sports amplifies their historic season by allowing all fans to relive any highlight from any perspective.

"We strive to utilise the latest technology to be at the forefront of the experience our supporters have, whether that's on screen or in-stadium and with the help of our partner Intel Sports, that is certainly set to continue." – Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool FC.

CONTENT STRATEGY FOR SOCIAL MEDIA'S MOST WATCHED FOOTBALL TEAM

LFC aims to provide their international audience with the most compelling football content in the sports market. With fans watching more Anfield moments than ever before and the continued demand for more unique content, LFC recognized that it needed to be continuously developing its strategy and finding new ways to drive meaningful engagement.

LFC's content strategy is focused on storytelling and bringing incredible moments from the pitch to fans *anytime, anywhere*. This has been achieved through utilizing their LFC Go app and platforms like Facebook, Twitter, Instagram,

HISTORIC MILESTONES

Liverpool Football Club

Founded: June 3rd, 1892

Notable Athletes: Mohamed Salah, Sadio Mané, Roberto Firmino

Highlight: Liverpool FC is one of the world's most successful football clubs with 47 major first-team honors.

The 2019-2020 season strengthened LFC's historical performance on the pitch.

Intel® True View

Partnerships: Intel True View partnered with LFC in 2019 to develop brand new fan experiences.

Highlight: Intel Sports is developing innovative, immersive technologies in partnership with leagues and teams to provide unprecedented personalized viewing choices and control.

TikTok and YouTube. However, with fans craving more off-the-pitch content from their favorite athletes and teams, the club intended to extend the lifetime of a match, which saw the partnership form with Intel Sports, leveraging Intel True View as a new media experience. Intel True View helps to accomplish this goal while also supporting the club as the most watched global football team on social media.

Intel True View enables the LFC audience to consume immersive highlights from any perspective. Whether via social channels or club-owned media properties, the advanced technology of Intel True View is increasing the personalization, interactivity and customization options for LFC fans.

In 2019, LFC garnered more interactions per follower than any other team in global football, showcasing the significant engagement and sheer passion of their fanbase. Distributing content across social channels, LFC has grown their overall following by 21.3M³ fans, with the fastest growth rate¹ on social media in the English Premier League. Additionally, video views across LFC's social channels are 2.7 times higher² than any other EPL club.

INTEL SPORTS TAKES VOLUMETRIC VIDEO TO THE NEXT LEVEL

As traditional at-home viewing continues to evolve, Intel Sports has recognized that sports fans' consumption habits are dramatically shifting as well. Based on audience research, LFC fans, specifically, are demanding more customization and personalization in a next-level viewing environment.

Through the development of volumetric video technology, Intel True View delivers infinite storytelling for sports fans across the globe. Immersive media experiences bring fans onto the field, close to their favorite athletes, and into the moments that matter most.

Intel True View delivers unbounded perspectives allowing fans to gain behind-the-scenes insight on the art and strategy of the match and an unrivaled view of the athleticism on the pitch.

Volumetric video's three-dimensional nature allows fans access to unique perspectives where traditional cameras can't go. Intel True View customizes a fan's point-of-view to intensify the match experience and increase their level of knowledge and insight of the action on the pitch. LFC fans turn to Intel True View in order to:

INVEST IN THE OUTCOME

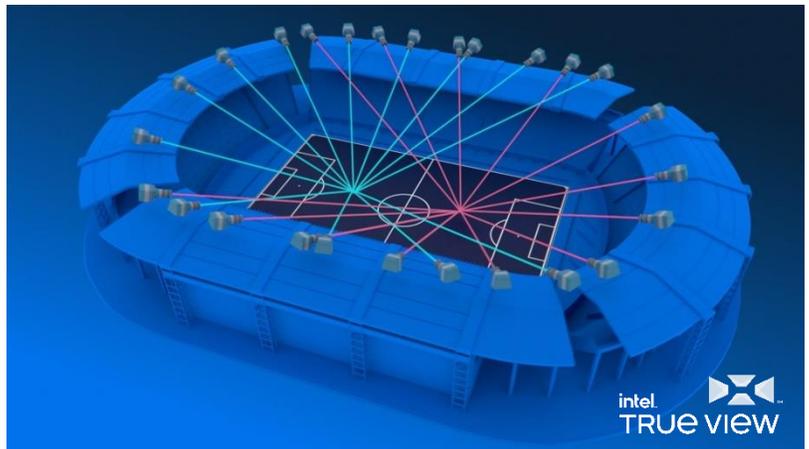
Intel True View allows fans to build unique perspectives of the match and choose which part of the action to follow.

LEARN NEW INSIGHTS

Add layers of new information and vantage points into plays before, during, and after the match with Intel True View perspectives.

RELIVE THE BEST MOMENTS

The technology behind Intel True View has re-imagined the visual experience that drives passion, knowledge, and connection for sports fans everywhere.



In partnership with Liverpool, we're providing fans the ability to interact, control and experience the match in unimaginable ways. Intel True View gives unique perspectives to fans with the authority to determine how, where, and when they see them. – James Carwana, GM, Intel Sports

THE FUTURE OF SPORTS VIEWERSHIP

Through a content-focused partnership, LFC can continue to leverage Intel True View and provide the fanbase with immersive media highlights of the best moments throughout the season. The process begins with volumetric video, the capture and rendering technique behind Intel True View. Using the volumetric capture method, footage is recorded from dozens of 5K Ultra HD cameras to create a virtual environment in spectacular, multi-perspective 3D, enabling fans to experience a moment on the pitch from any angle. Results from the 2019-20 season show that immersive content produced by Intel Sports generates successful engagement across all LFC platforms.

On social channels, a unique Intel True View clip aggregates up to 21M³ views from fans and delivers a completion rate of 90 percent⁴, three and a half times the industry average metric.⁵ Intel True View also successfully enhances LFC's distribution strategy of highlights across the club's VOD service, LFCTV Go, and programming on the club's 24-hour TV channel, LFCTV.

Together, LFC and Intel Sports are driving content engagement to keep fans coming back for more. Intel True View extends LFC's content beyond the 2-hour matchday window, creating an opportunity for the club to engage with fans in an authentic and impactful way. While TV sports consumption remains a primary distribution point, sports fans around the world are gravitating to interactive, personalized, unprecedented viewing experiences to get more out of each match where and when they want it. As the Intel True View experience continues to evolve, Intel Sports is proud to partner with innovative teams and leagues around the world.

Intel® True View delivers views that traditional cameras can't, enabling stunning immersive media experiences on broadcast, digital, and mobile platforms. Learn more [here](#).

See for yourself: Follow the action with Liverpool FC [here](#).

Intel technologies may require enabled hardware, software or service activation.

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Your costs and results may vary.

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SUCCESS ON AND OFF-THE-PITCH

During LFC's rival match against Manchester City in November 2019, forward Roberto Firmino completed a stunning strike to win 3-1. LFC's True View content, however, scored on Instagram with a highlight of the thrilling moment capturing 10 million organic impressions and sheer amazement from fans in comments on the platform.

