



DRIVING INNOVATION IN FAN ENGAGEMENT

AS Monaco's Euroleague Marketing Awards Entry



BLOCKSPORT

TVMONACO



TVMONACO

Fan Experience 2.0

A MULTIPLATFORM ACTIVATION WITH BLOCKSPORT & TV MONACO



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STRATEGIC GOALS: ELEVATING THE DIGITAL FAN JOURNEY



Digital Transformation



Leverage partnership with
TV Monaco



Conversion



Engagement



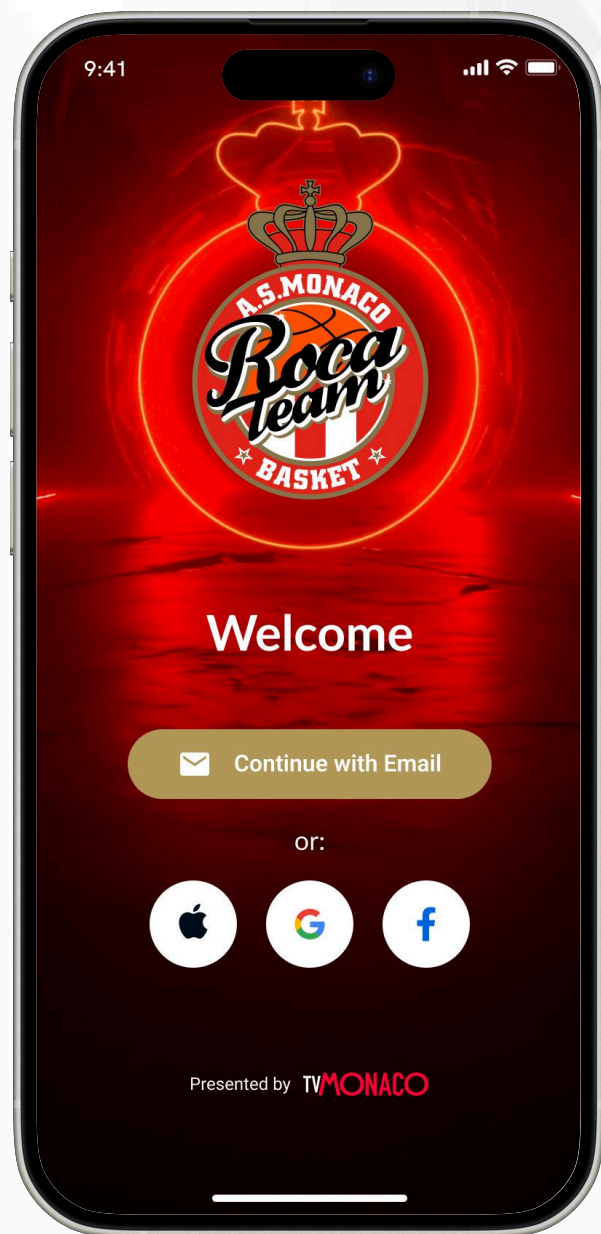
Information



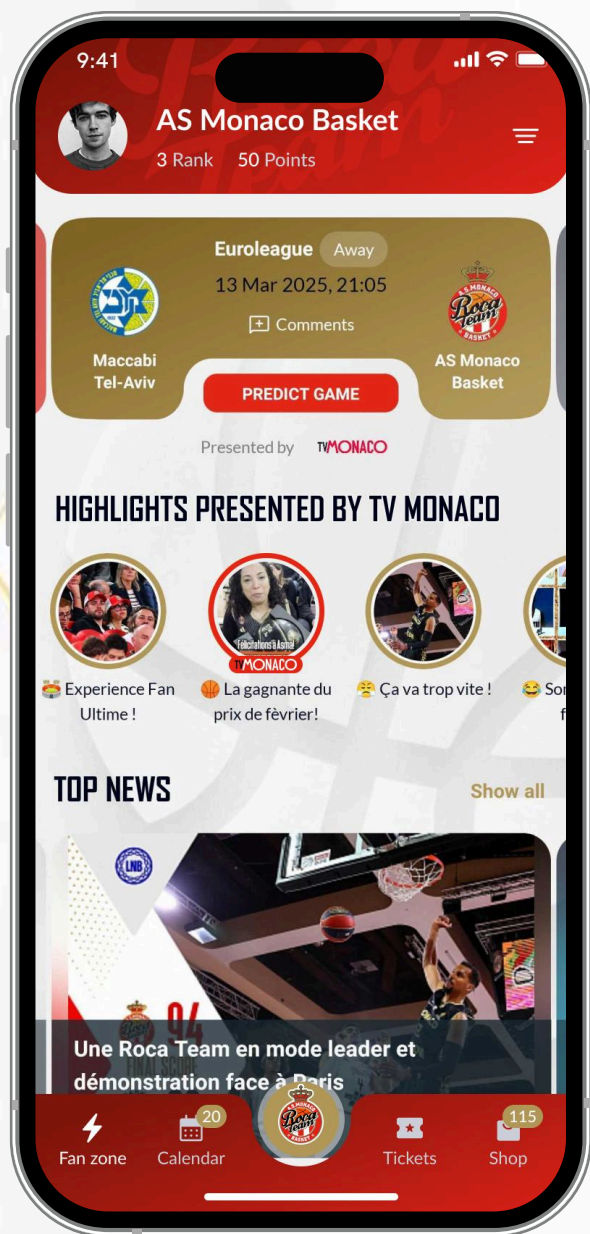
Improve digital Fan
Experience



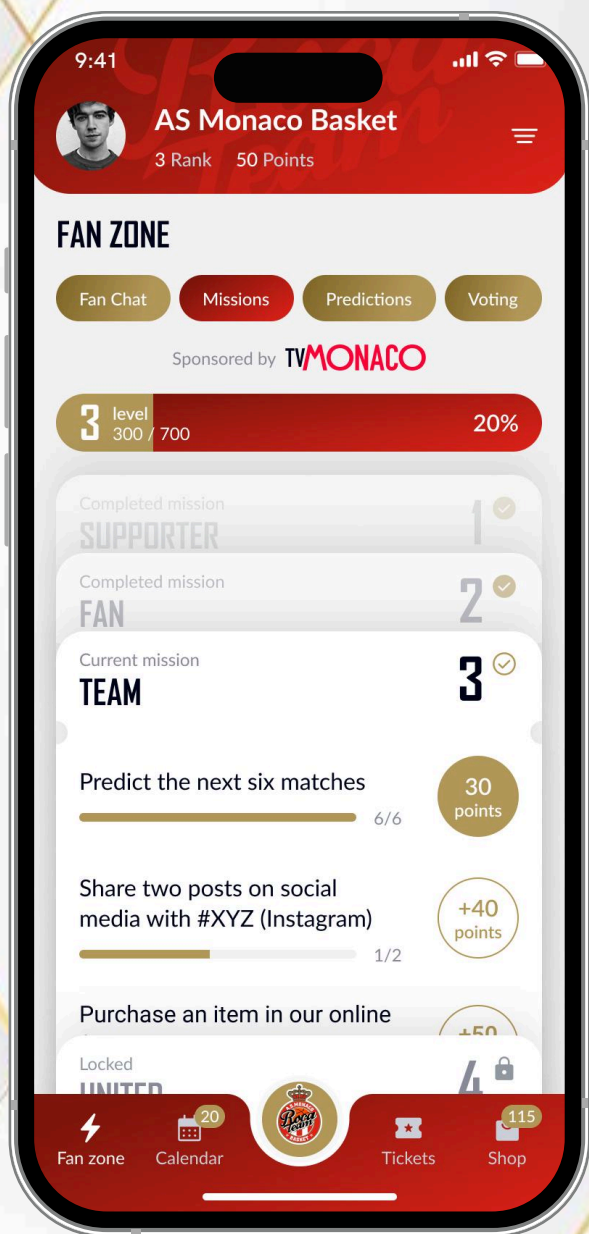
AMPLIFYING REACH: TRANSFORMATIVE PARTNERSHIP WITH TV MONACO



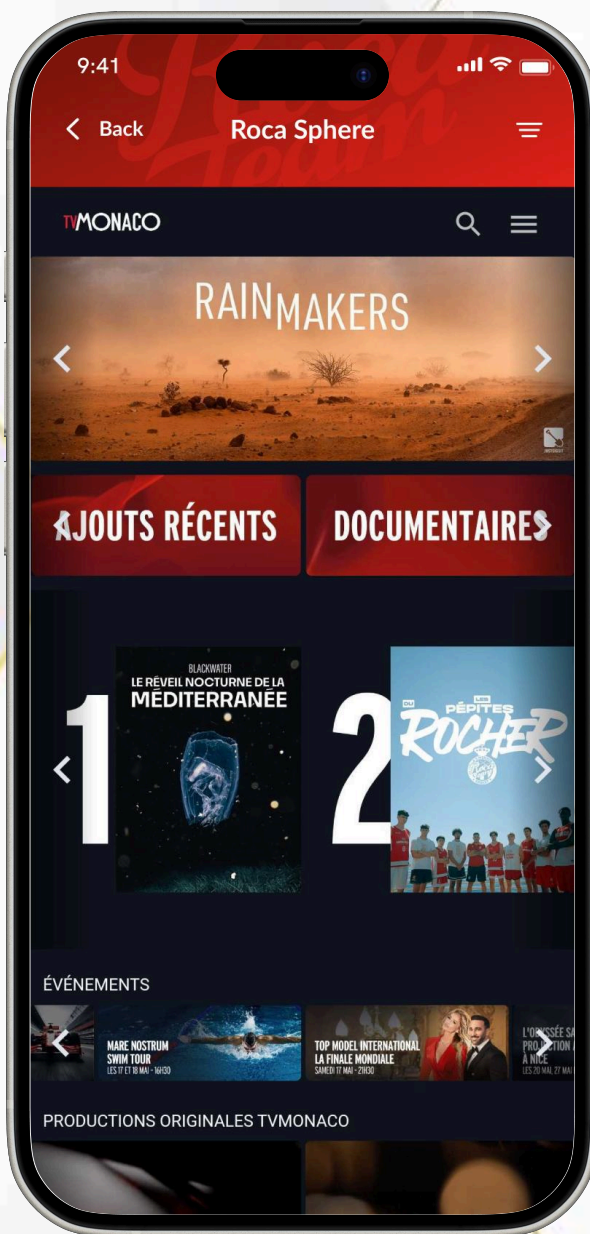
Welcome
screen



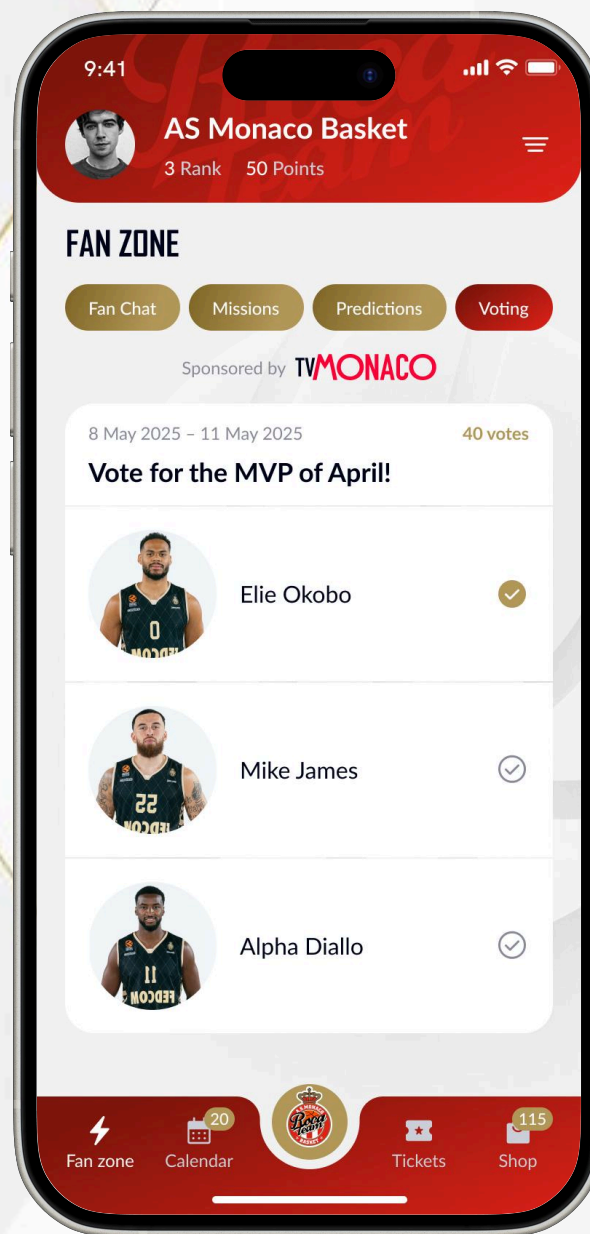
Home
screen



Sponsored
missions



RocaSphere



Sponsored
voting



UNIQUE FAN EXPERIENCE & CONTENT



DRIVING FAN ENGAGEMENT WITH SOCIAL WALL

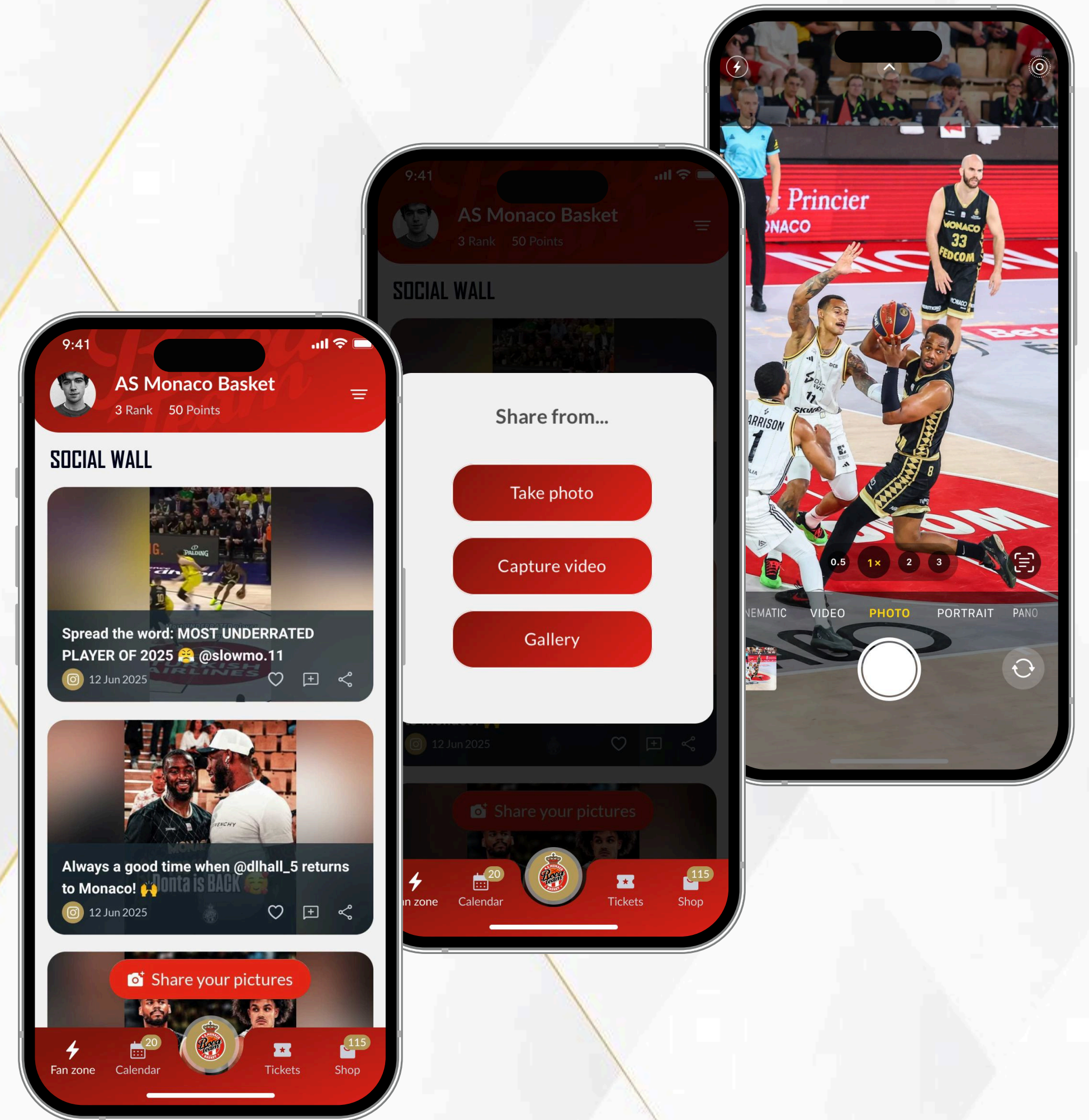
Social Wall

Fans upload photos & videos via the app to show their support.

Top content is featured on the app homepage and the stadium cube during games.

Impact

- Boosts fan engagement and community feeling.
- Extends the match-day experience from the stadium to the app.
- Simple upload → high participation.



OUR FANS LOVE SOCIAL WALL!



DEEP DIVE INTO DIGITAL ENGAGEMENT

Since launching the app, AS Monaco Basket has built a strong base of returning users. More than a half of users keep coming back each week and month, showing consistent engagement. This steady usage has helped the club **gather reliable fan data and create new digital paths for sponsor interaction and growth.**

80%

Engagement rate

3M

Average session duration

5

App screens per user

59%

MAU

43%

WAU



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VOICES OF THE FANS: TESTIMONIALS & COMMUNITY FEEDBACK

“Activating our digital presence on the app means capturing the attention of fans where their passion is most expressed. As the broadcaster of AS Monaco basketball games in the EuroLeague, it's a strategic opportunity to strengthen our visibility with a highly engaged audience.”



Nathalie Biancolli
CEO TV Monaco

“In an era where sports consumption is dominated by portable devices, Monaco Basketball’s move to become accessible anytime and anywhere is a significant step forward. The app has made it much easier to access the store and purchase tickets, which was quite tricky in previous seasons. I also regularly enjoy team content through Roca TV and participate in fan competitions. Now, having everything in one single destination is a real plus. The quality of the product in its first year is great, I haven’t experienced any bugs or issues myself, which are often common when launching teams’ apps.”

“The official Roca Team app is awesome! It lets me keep up with all the team's news, win goodies through contests, and most importantly, chat and connect with other fans on the forums!”



Bibi
#1 fan in the app



Nicolas Bermond
+20 years experience in the Basketball Industry



