

CONTENT STRATEGY

Mid-season analysis





GOAL

Increase our digital footprint and exposure

CHALLENGE

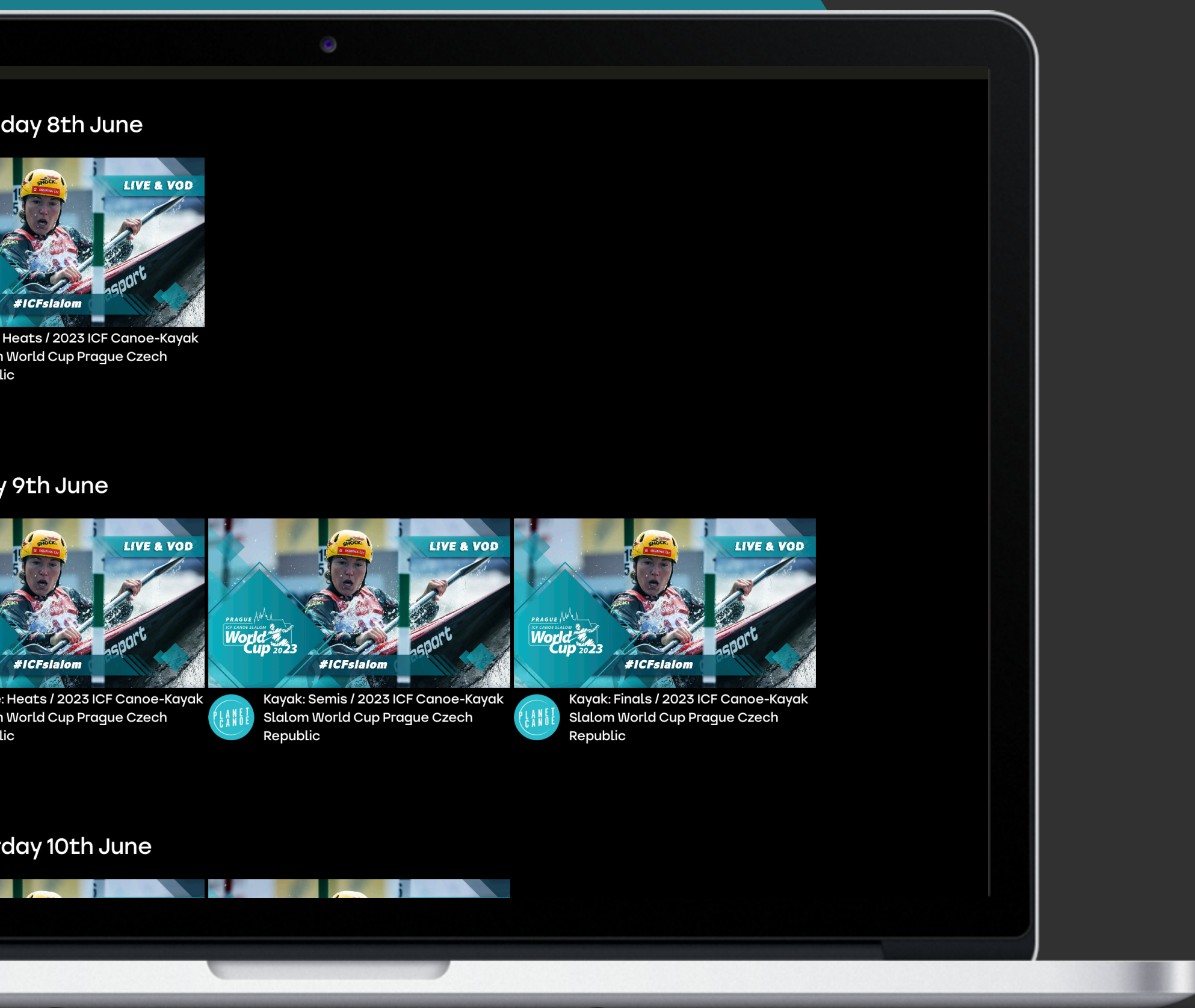
Resources; time and money

SOLUTION

Generate revenue to invest in content creation


RECAST - A NEW CHANNEL

- An innovative subscription-free way to generate revenue
- No cost, while OTT platforms can cost thousands per month
- Offers a better return than YouTube
- Revenue will be reinvested into creating more content and improving our broadcast





Earn 10x more revenue for your content

For you to earn: <small>(before Recast fee)</small>	Views needed on YouTube <small>(based on avg. RPM \$4)</small>	Purchases needed on  Recast <small>(based on content charged at 100¢)</small>
\$4	1,000	4
\$40	10,000	40
\$400	100,000	400
\$4,000	1,000,000	4,000

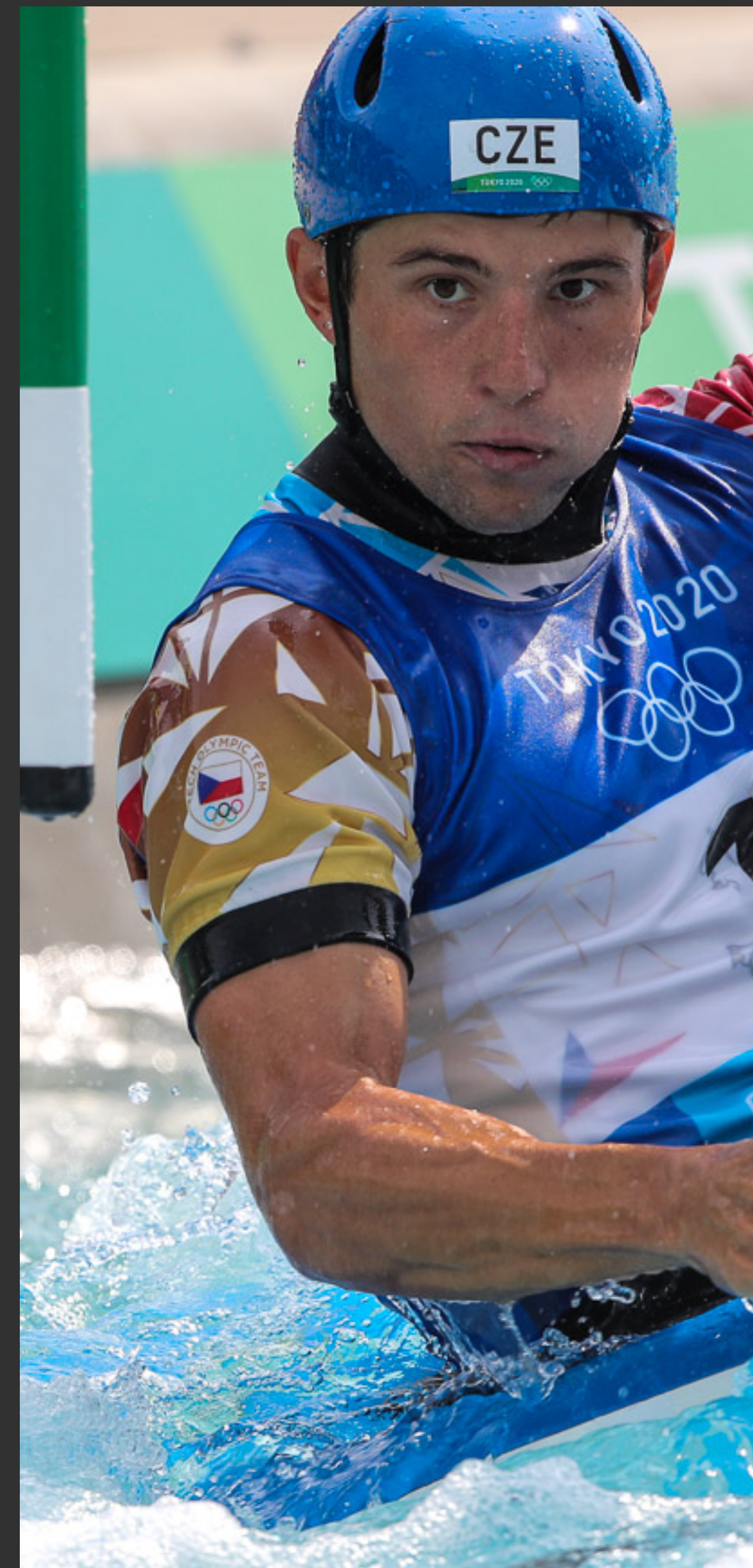
Rewards creators. Reaches fans. Respects both.

Join today recast.tv



COMMITMENT

We have already invested in tools to speed up our workflow, as well as freelancers to edit videos in order to increase our content and output.



PLATFORMS

A specific strategy for each to optimise performance and encourage cross-promotion.



POTENTIAL FANS

- Entertainment
- Lifestyle
- Behind the scenes
- Advice



CASUAL FANS

- Race clips
- Highlights
- Education
- Reviews



REGULAR FANS

- News & results
- Highlights
- Information
- Development



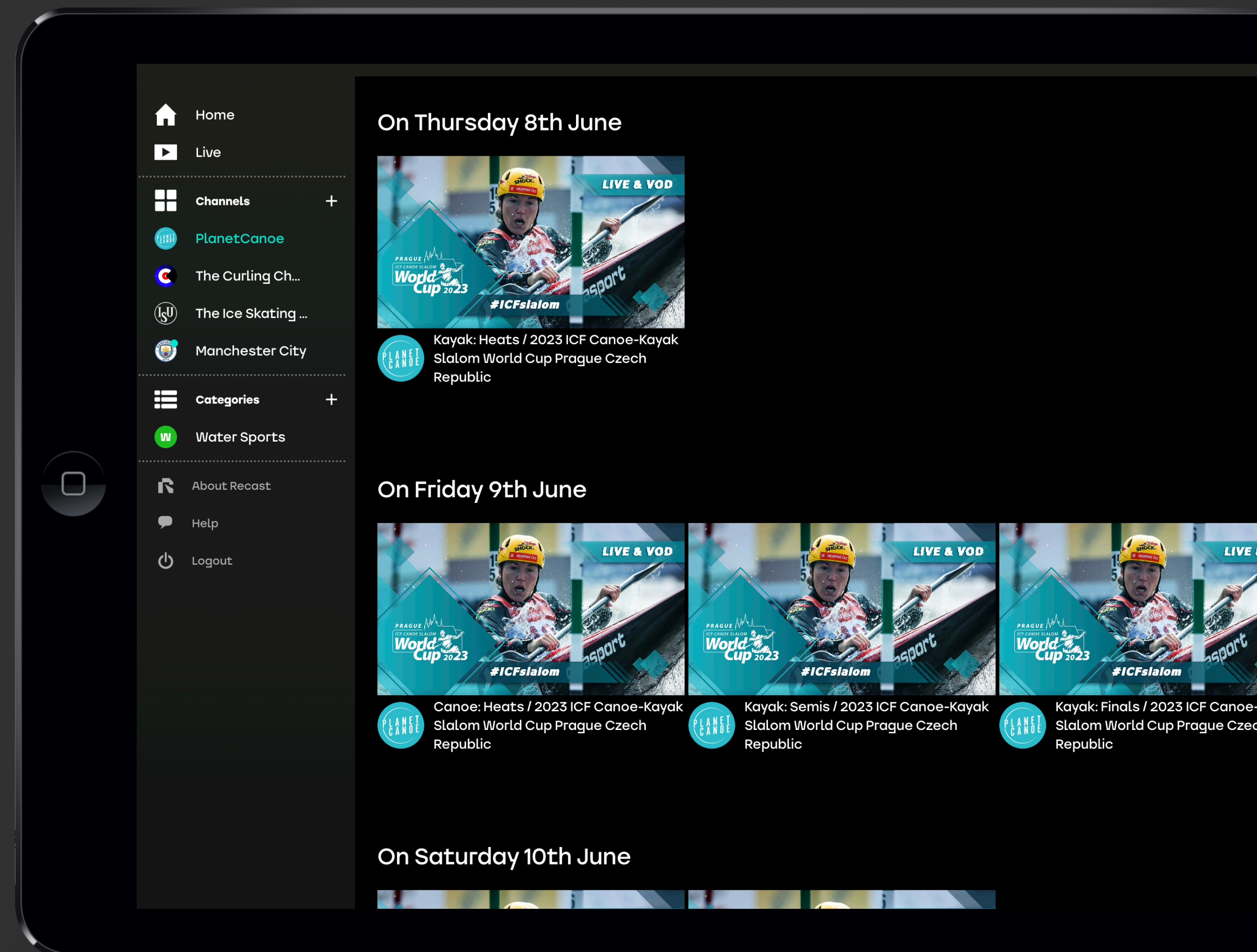
AVID FANS

- Live coverage
- Exclusive content

RECAST

4x longer watch time
than YouTube at 44 minutes

28% of the following
compared to YouTube within only
five months



YOUTUBE

11% increase in views

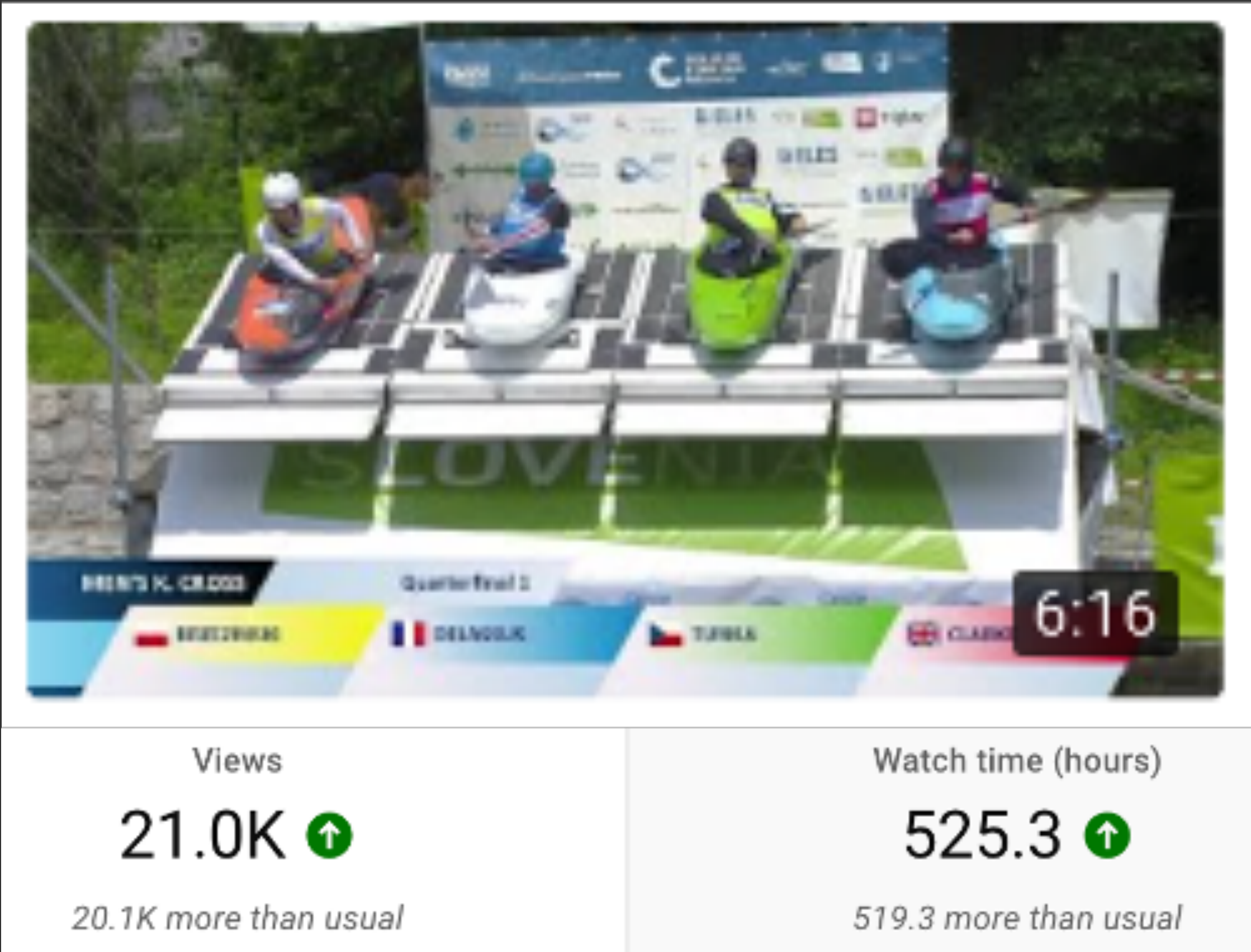
Kayak cross highlights had more views than any live stream last season.

344 more videos

Increasing our digital footprint led to +2.9M more impressions

2x views post-event

Race clips improve SEO and are easier to find, so they continue to perform.



Metric	Value	Change	Comparison
Views	21.0K	↑	20.1K more than usual
Watch time (hours)	525.3	↑	519.3 more than usual

FACEBOOK

2,405% higher reach

Highlights had a reach of 112,759, compared to our median 4,435

2,737% more reactions

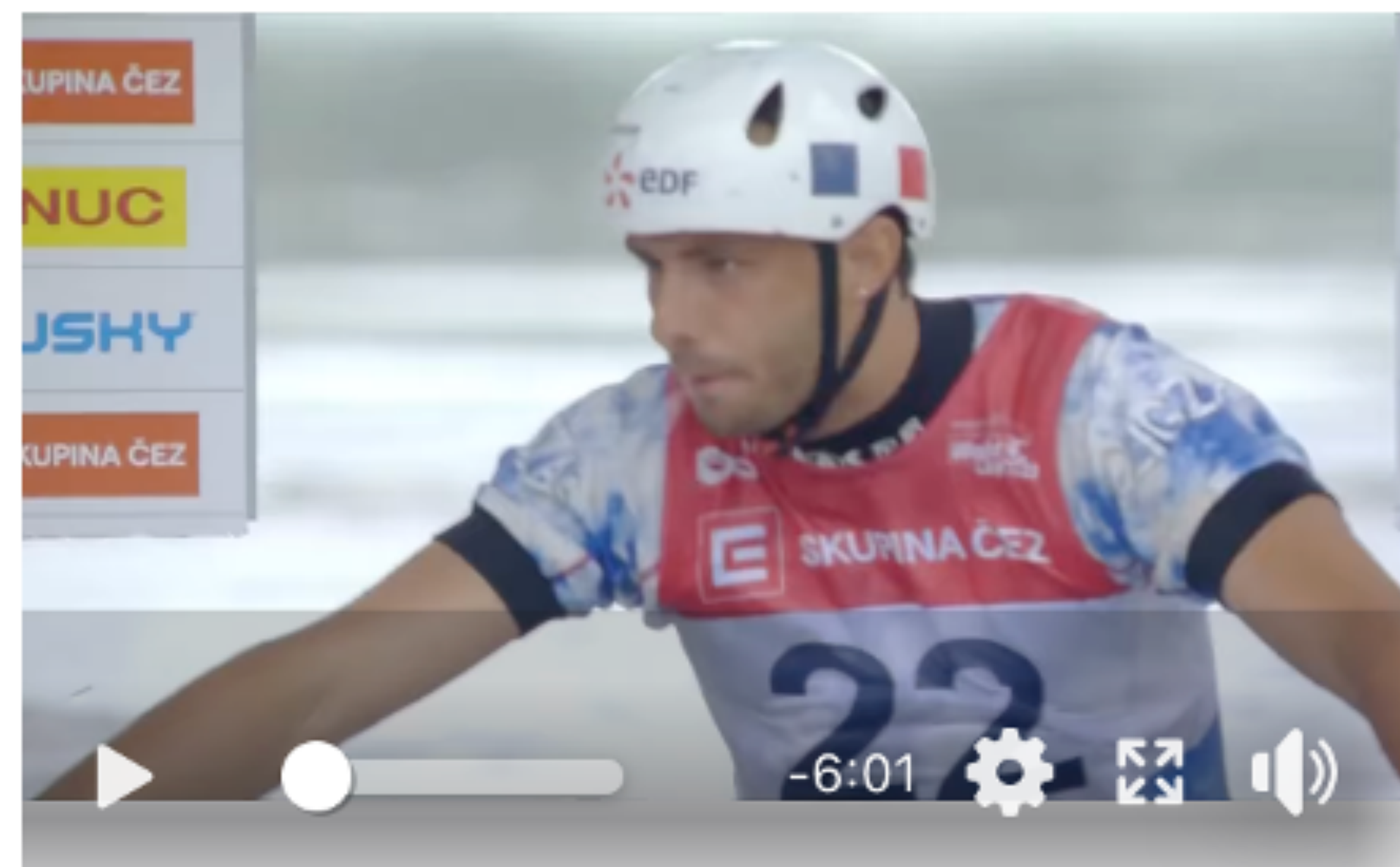
Photos received 1,617 reactions compared to our median 57

2,733% more comments

Reels had 85 comments compared to our median 3

Top Three Men's Final / 2023 ICF Canoe-Ka...

Highlights from the final in Prague this week, no not football 🏀 The men's canoe final 🔥 #ICFslalom



👍❤️😱 1.3K

Shares 142

Comments 69

INSTAGRAM

530% higher reach

Best reel reach 88,675, compared to our median 14,084

48% increase in content

Our new tools make it quicker and easier to create vertical videos

76 collaboration posts

Tailoring content for athletes and national federations.

