Dizplai

Driving Fan Engagement & Revenue for GFN

Challenge

The Global Fan Network (GFN), a leading community-driven sports content network, aimed to enhance its live broadcast offering and commercial value across its digital properties, AFTV and DR Sports. The challenge was to transform traditional match coverage into a deeper, data-led, and two-way conversation, simultaneously creating innovative new revenue streams that integrated brand activations and sponsored content while putting fan engagement at the heart of the live productions.

Solution

Dizplai successfully designed multiple sets of HTML broadcast graphics in bespoke branding for both channels.

The Dizplai platform provided powerful fan engagement tools at the heart of the content, allowing audience participation through social media integration and superchats. Live broadcasts were supplemented with real-time match data integration, ensuring the watchalongs on both channels met professional standards.

Dizplai also supported GFN in creating new commercial opportunities, powering sponsored content through logo placement, and creating direct pathways to purchase for the audience to interact with brand partners via QR codes.

"What we found in Dizplai is a partner that can help us navigate disrupting a new industry on all sides; from agency to brand, fan to content" - Brett Lotriet, GFN CEO

Results

The partnership successfully transformed the channels' live streams, resulting in significant growth and an elevated fan experience

- Over 350,000 fully KYC-verified fan sign-ups with the brand partner.
- An established participatory content model, turning traditional match coverage into a dynamic two-way conversation.
  A loyal community, making GFN a powerful destination for brands looking to connect with a leading football fan base.

Make every fan count