

# Business Connect

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**IBM Interactive**

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# All England Lawn Tennis Club.



Founded 1868.





# Wimbledon is about heritage and innovation:



**Heritage:** tennis in an English country garden.





# Wimbledon is about heritage and innovation:



**Innovation:** that helps support the event.



# The business challenge.

Not a normal  
business...  
no problems with  
income or selling  
tickets.

How to increase  
the reach and  
exposure of the  
brand?





A young woman with long blonde hair is lying in a grassy field, smiling and looking at a tablet device. The background is a bright, sunlit outdoor setting with green grass and blurred trees.

Our customers'  
behaviour is changing.

They expect  
interaction  
with brands. On  
their terms.





Making  
content  
accessible  
and  
interactive.

Digital was the only  
way to go.

Wherever.  
Whenever.



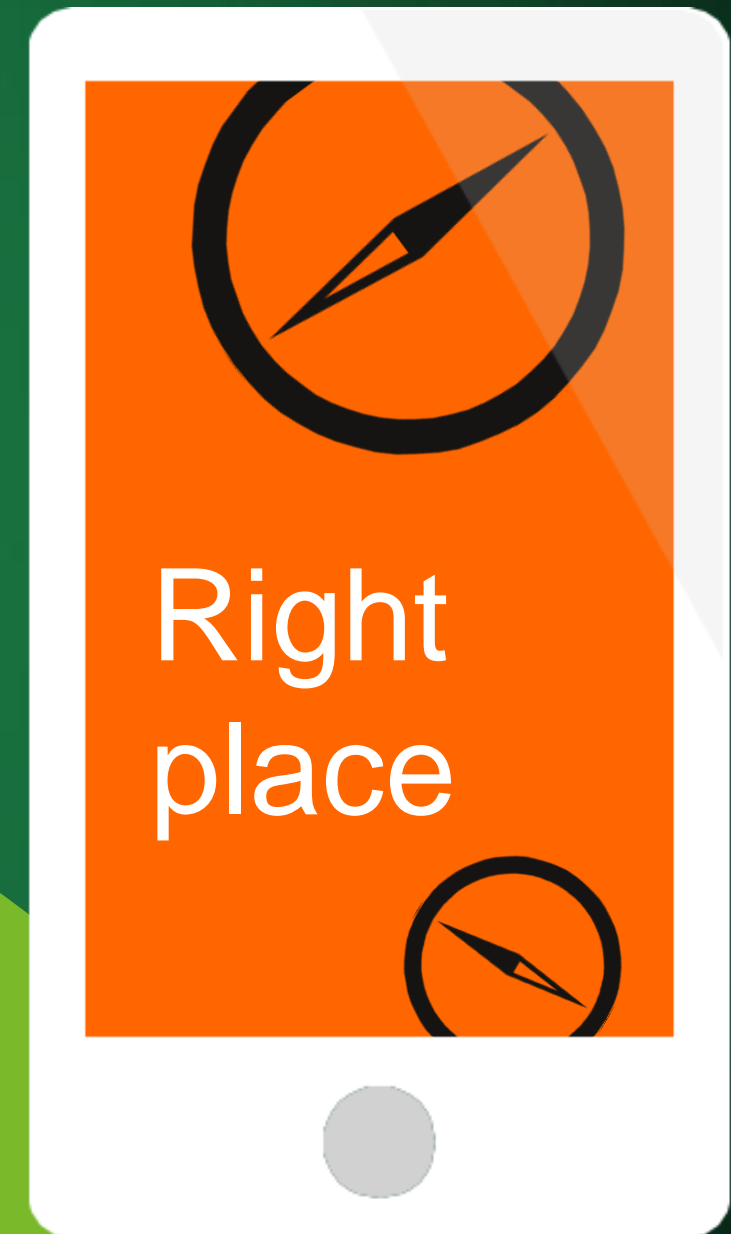
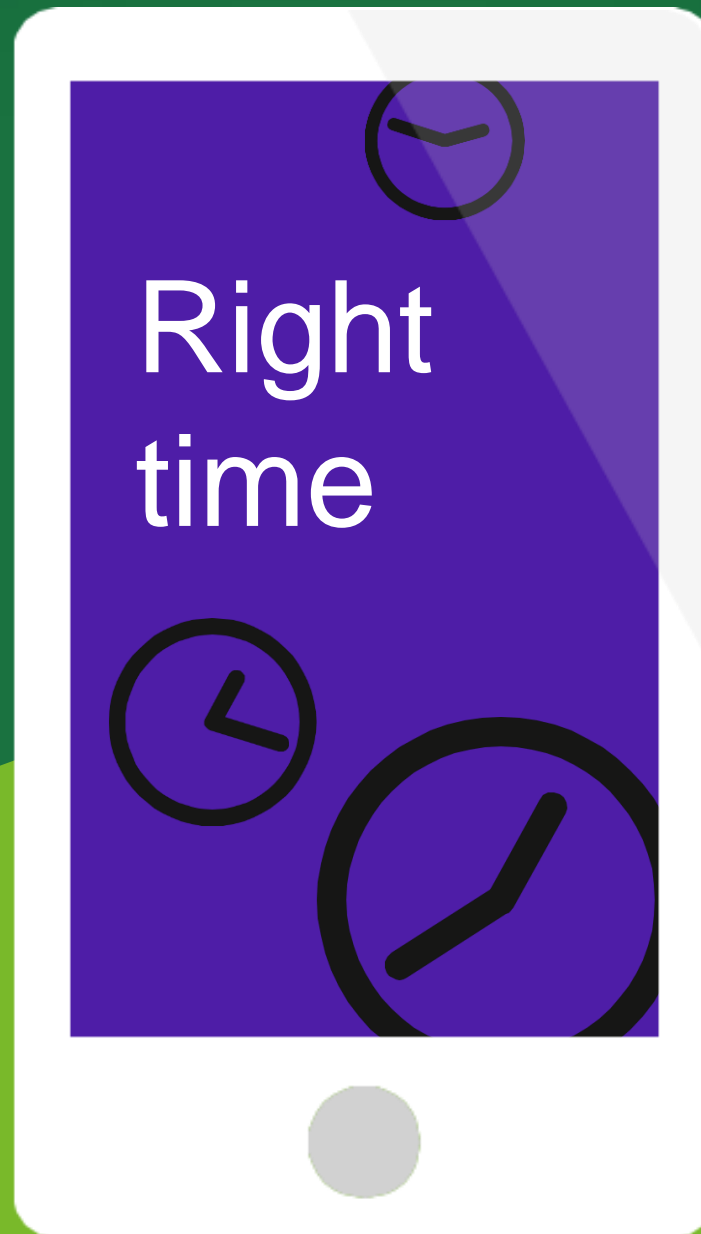
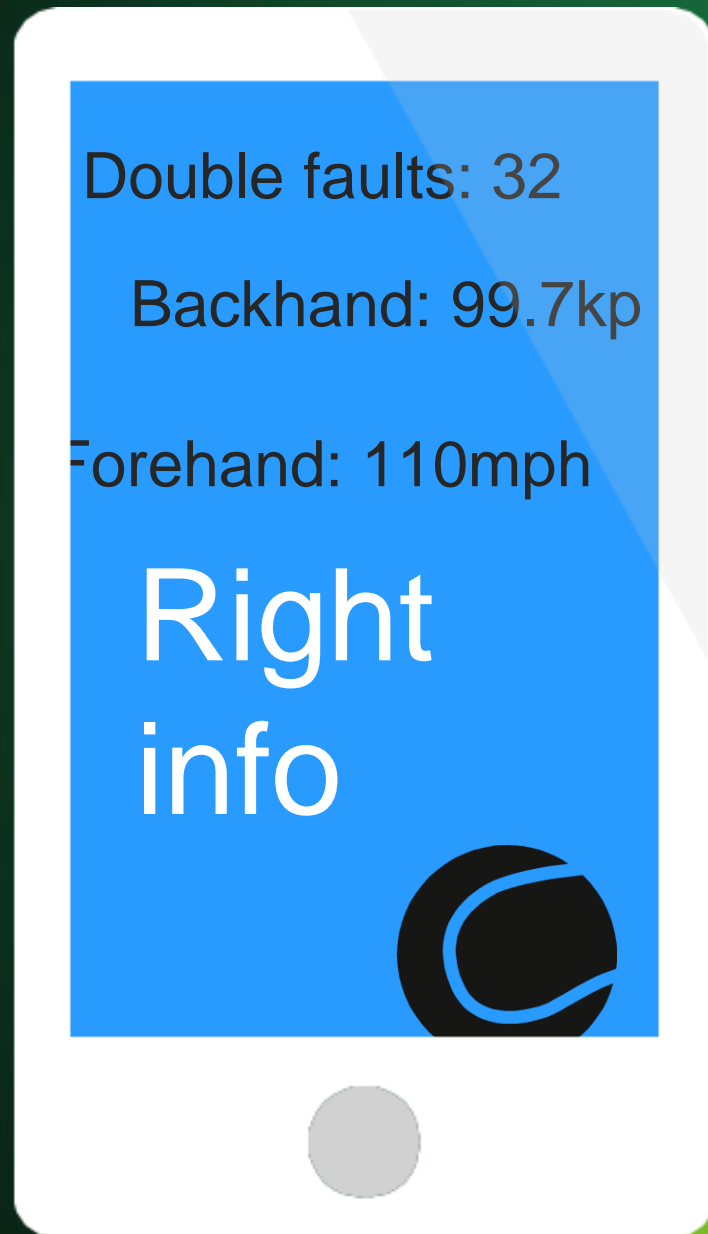
Focus  
on the  
customer  
experience.



We put the  
fans at the  
heart of the  
action.



# Content is king.

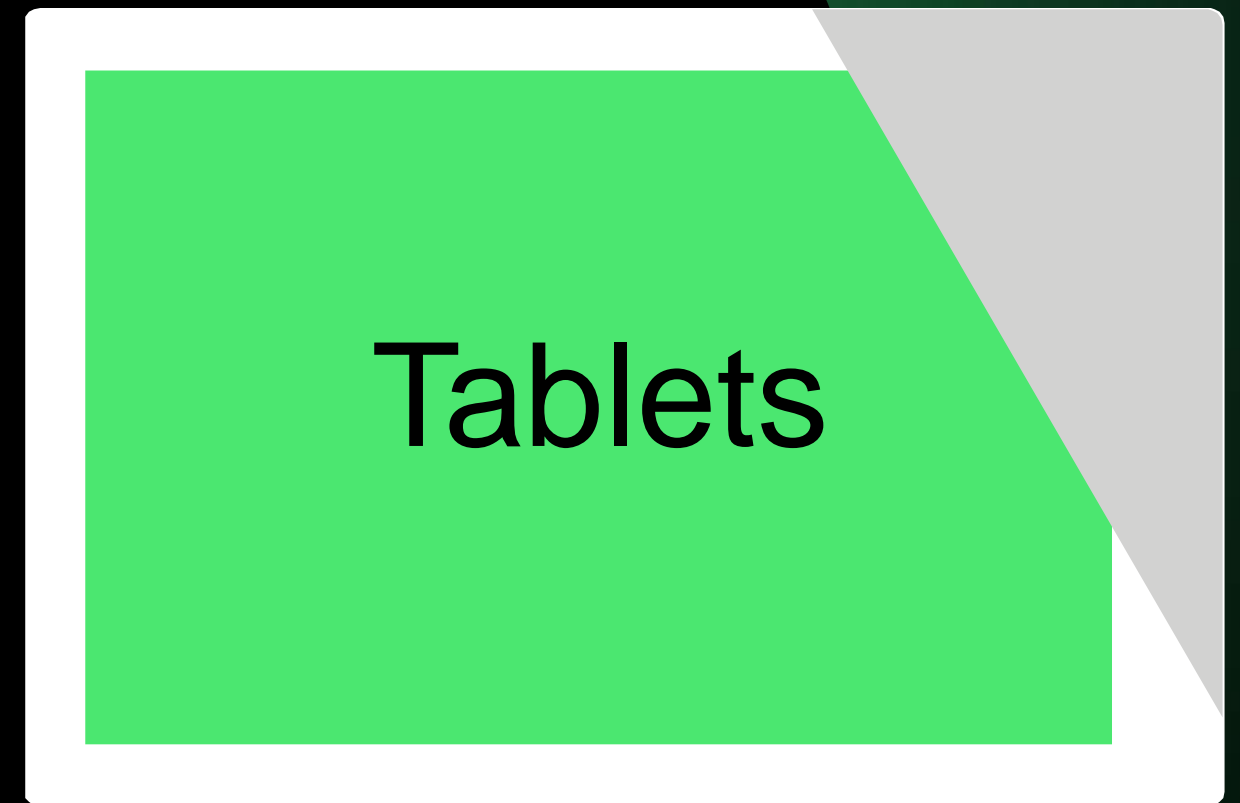
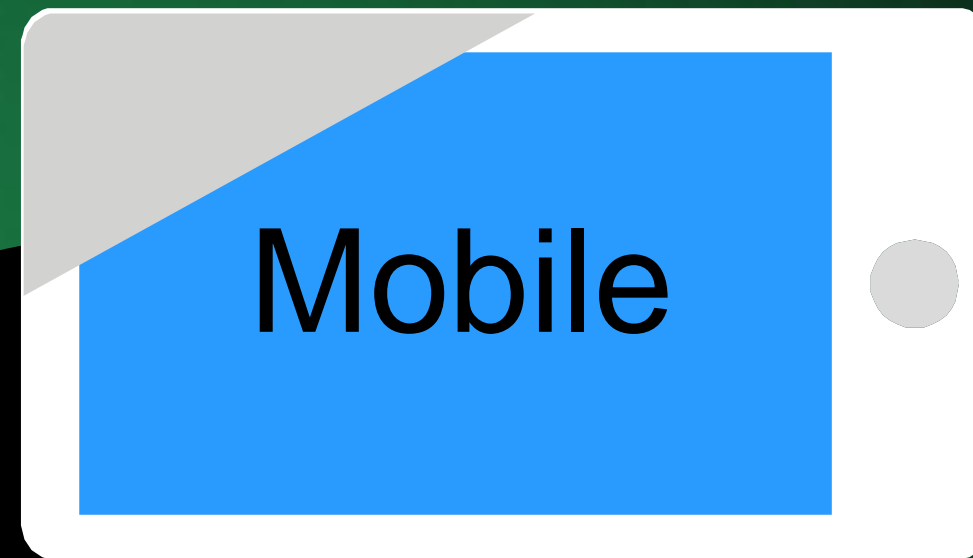




Video.



Bringing the  
brand to life.

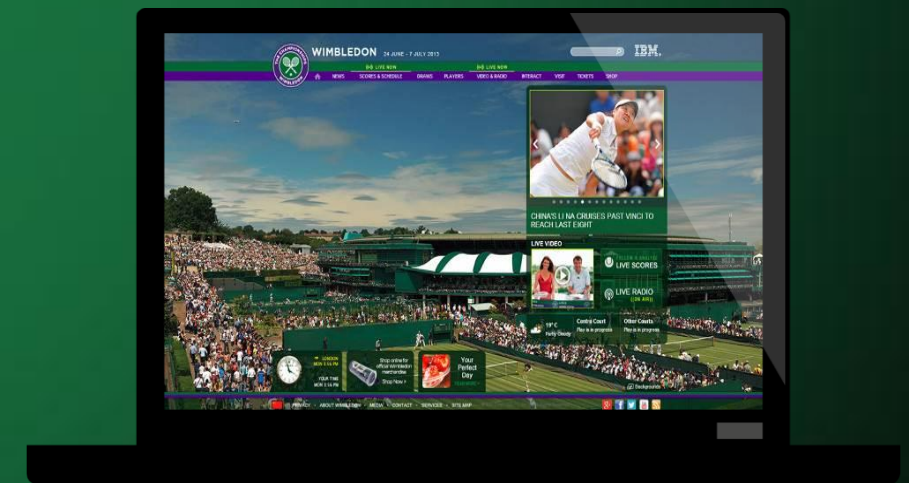
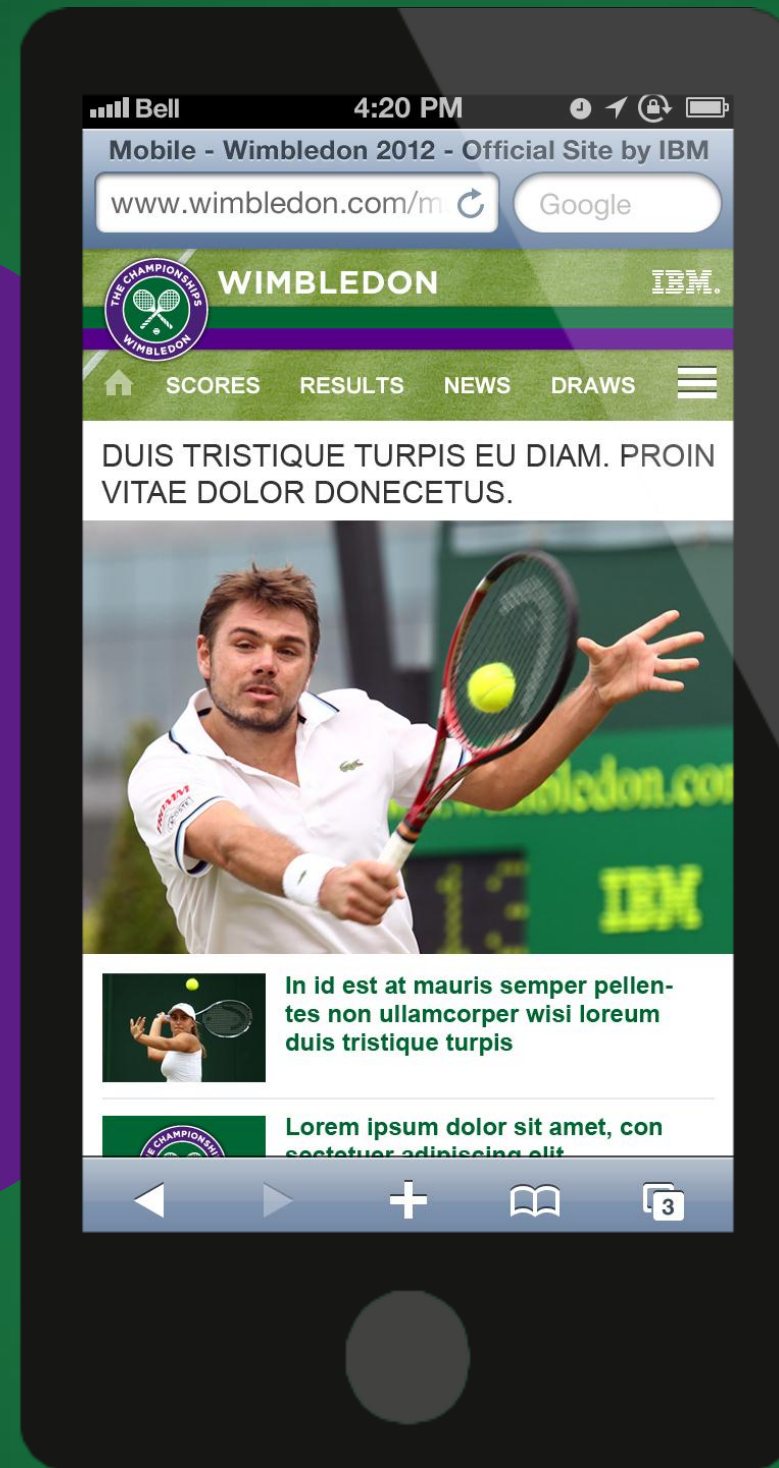
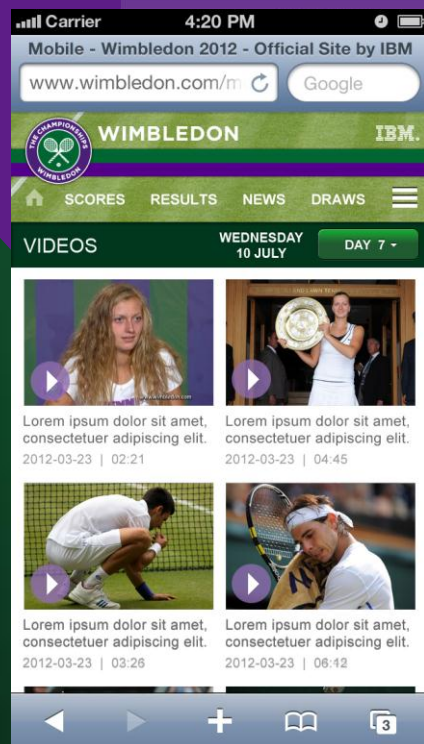
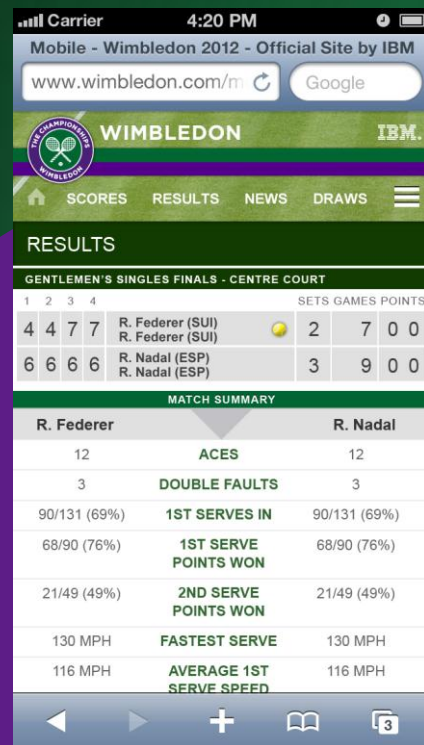
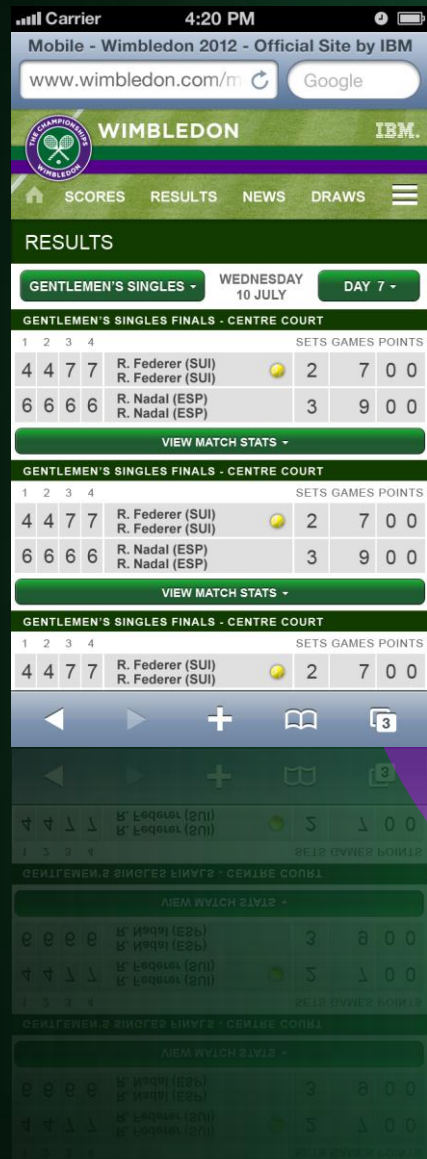




# Mobile web use.

Available on any mobile device.

Lightweight version of .com.

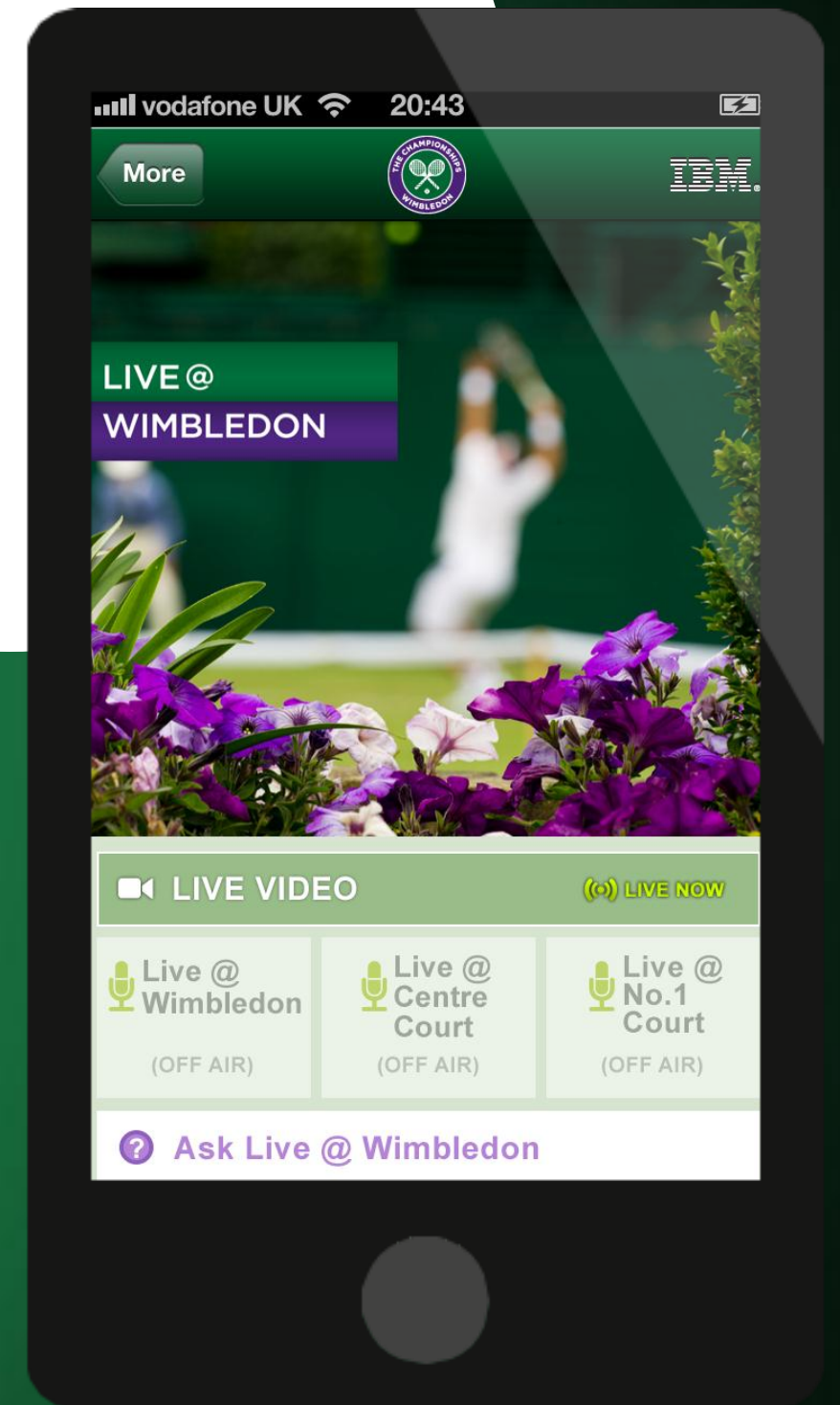
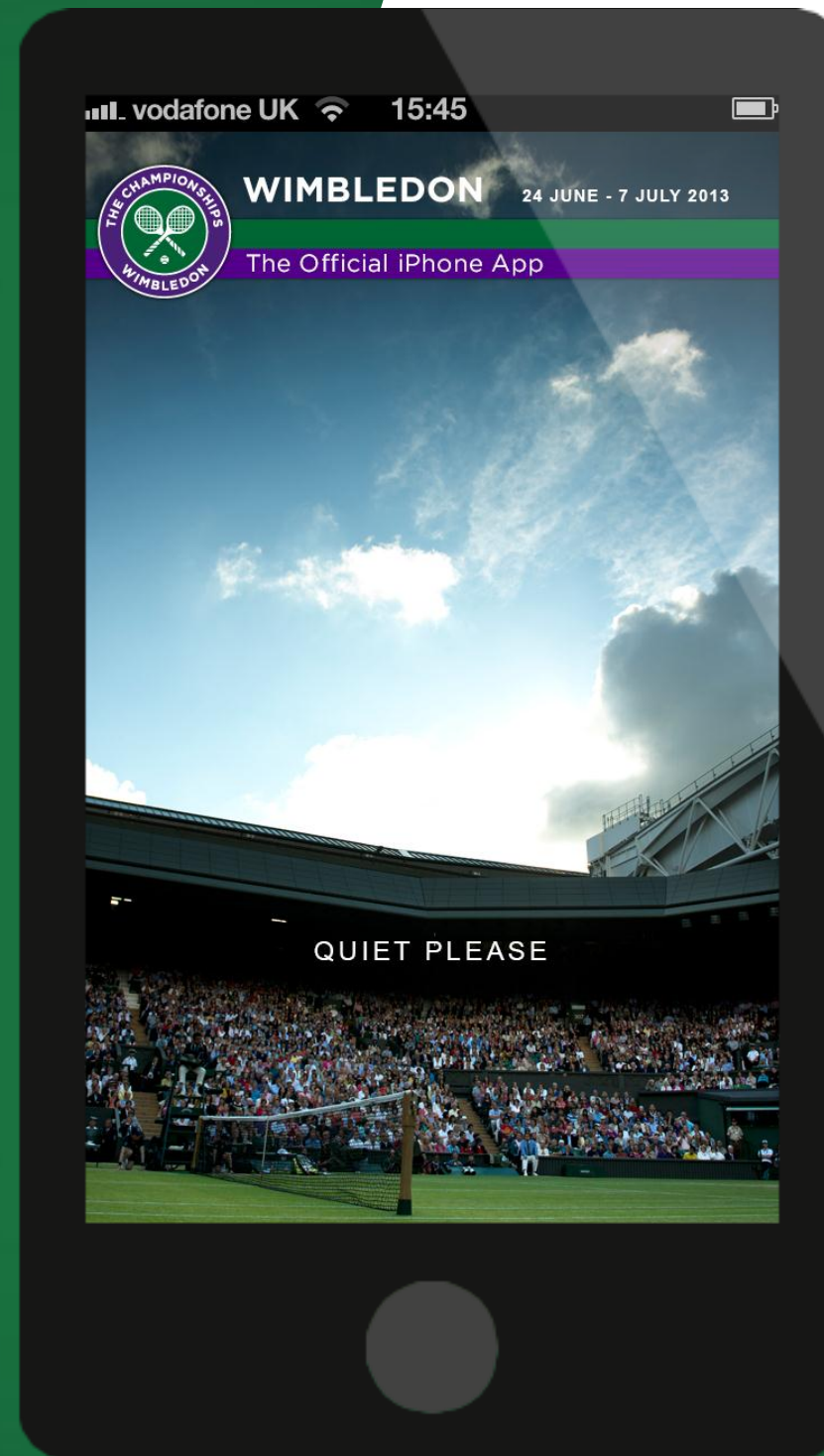
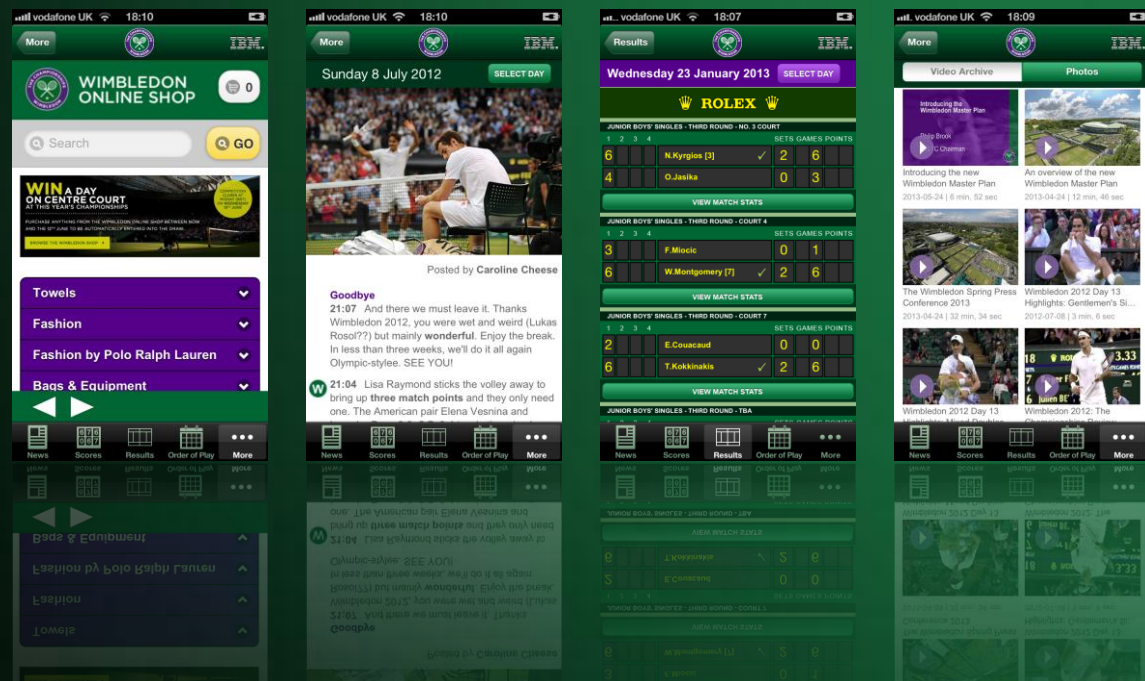




# Smartphone app.

iOS and Android apps.

1,954,832 Wimbledon apps downloaded.







# Tablet app.

Very media rich.

Unique content to allow a more emersive experience.

22:10

SCORES

ROLEX

PREVIOUS SETS GENTLEMEN'S SINGLES - SETS GAMES POINTS

D. FERRER 0 2 AD

VS.

K. NISHIKORI 0 1

MATCH DURATION: 0:27 SERVE SPEED: 118 MPH

CHALLENGES REMAINING

D. FERRER 3 K. NISHIKORI 3

KEYS TO THE MATCH MATCH STATISTICS

	D. FERRER	K. NISHIKORI
ACES	2	0
1ST SERVE %	15/22 (68%)	14/20 (70%)
DOUBLE FAULTS	0	0
WIN % ON 1ST SERVE	11/15 (73%)	10/14 (71%)
WIN % ON 2ND SERVE	2/7 (29%)	1/6 (17%)
WINNERS	6	8
UNFORCED ERRORS	4	10
RECEIVING POINTS WON	9/20 (45%)	9/22 (41%)
BREAK PT. CONVERSIONS	0/1 (0%)	0/5 (0%)
NET APPROACHES	4/4 (100%)	4/5 (80%)

22:23 36%

ORDER OF PLAY

REVISED - NB TIME ADDED Sunday 20 January 2013

COURT	TIME	PLAYERS	STATUS
CENTRE COURT	11:00am	A. KERBER vs E. MAKAROVA	5-7-4-6
	11:00am	D. FERRER vs K. NISHIKORI	In Progress
CENTRE COURT	7:00pm	A. IVANOVIC vs A. RADWANSKA	
	7:00pm	N. DJOKOVIC vs S. WAWRINKA	
NO.1 COURT	11:00am	M. BAHRAMI vs J. ELTINGH	3-6-4-6
	11:00am	W. ARTHURIS vs T. ENOVIK	7-6-6-7-1-0
NO.2 COURT	11:00am	S. SOLER-ESPINOSA vs L. HUBER	7-6-2-6-4
	11:00am	C. SUAREZ NAVARRO vs M. MARTINEZ SANCHEZ	
NO.3 COURT	11:00am	H. DI FEO vs I. ILIC	6-4-6-2
	11:00am	JUNIOR BOYS' SINGLES - FIRST ROUND	

14:30 16%

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GROUND MAP

Centre Court 360 View During Play

LIVE RADIO

Centre Court

CENTRE COURT LADIES' SINGLES - SECOND ROUND


PTS	1	2	3	4
L. Robson	✓	6	6	
M. Duque-Marino		4	1	



A dark grey world map with numerous small, multi-colored dots (green, red, white) scattered across the continents, representing data points or activity locations.

# Listening to the conversation.

**300,000**  
digital content  
changes  
per day.

A large, light blue silhouette of the Twitter bird logo, facing right.

**6.6 million**  
tweets analysed.



A close-up, low-angle shot of a person's legs and feet as they run on a green field. The person is wearing white athletic shoes with a black swoosh logo. The background is a bright, sunlit green field with a white line, possibly a track or a field boundary. The lighting is bright, creating a strong shadow of the runner on the grass.

# Why IBM?

Service and Delivery:

- Scale
- Complexity
- Global reach
- Quality
- Creativity
- Software





2014

# Watching trends:

- Using data more creatively.
- Second screen experience.
- Direct interaction with the event through social media.
- Sharing short, snappy video content.
- Increasing use of live stream across all platforms.





Thank You!

**IBM Interactive**

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