▶ YouTube **Sports**

Six Formats to Fill the Content Void

While most sports are suspending play to protect the safety of players and fans, here are some ideas to keep your audiences engaged and entertained.

1. Archive: Re-air Full Games

- **Leverage your game archive** to provide classic or recent games to fans craving "live" sports during the season pause
- **Involve your fans** by giving them the opportunity to chime in on what games they most want to see to deepen their engagement (create a poll using Community Tab)
- **Make a schedule & promote** it so fans can tune-in on a regular cadence to get their sport fix, and consider scheduling live game reruns during your fan base's traditional viewing times
- **Create community around reruns** by airing them "live" through Premieres to mirror the game experience for your fans
- **Consider Invite-Only Chat*** for "live" re-airs through premieres and invite current and former players + coaches to provide extra depth to the viewing experience (*ask your partner manager how to enable this feature for your channel)

2. Archive: Compilations & Countdowns

- **Create new compilations and countdowns** for your fans to relive the best and most memorable moments
- **Develop a rollout plan** that builds momentum to keep fans engaged for the next 8+ weeks
- **The 4 C's for why countdowns work**
    - **Curation -** they are the best of the best
    - **Context -** top 10, best 25, etc. provide easy-to-understand context for what a viewer should expect from the video
    - **Community -** the order of a countdown fosters strong debate
    - **Carrot -** audiences watch to the end because everyone wants to know who/what is #1

3. eSports: Compete Digitally

- **Implement gaming** into your content mix to bring back fresh competition
- **Feature the personalities** of your players or staff to give fans a rooting interest in the competitions
- **Consider "simulating" your season** as a way to provide some level of continued momentum during this hiatus, building on the current season
- **...or play popular games** that your players are interested in and have fun with your audience
- **Lean into existing eSports** that you may be connected to as now is an opportune time to grow that fan base

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Interested in leveraging live or premieres on YouTube? Click **here** for our digital events playbook.

4. Inside Access: Fitness & Lifestyle

- **Utilize your fitness know-how** to provide audiences stuck at home with ideas for how to keep in shape and active
- **Deepen the athlete-fan relationship** by focusing on athletes in this series and give fans an inside view at how their favorite players train and keep fit
- **Share nutrition regimes** with your fans to provide a deeper look into your team or athlete's fitness regime and inspire your audience
- **Do Live at-home #WithMe sessions** such as fitness routines, challenges, gaming, or other activities your players/coaches are most comfortable with doing to connect with your fans
- **Give fans an inside look** at how players and coaches are coping with #StayHome to kindle a deeper connection with audiences in similar situations

5. Analysis: Season Recaps & Looking Ahead

- **Catch your fans up** on all things from your season and discuss what was learned from the on-field play thus far
- **Get them hyped for the return** by reminding them of what was on the line and how teams and players were trending into the remainder of the season
- **Debate and discuss** how the suspension will impact the on-field play
- **Keep the community engaged** by inviting fans to debate and discuss the season and what they're looking forward to using Community, Stories, and comments

6. Storytelling: Documentaries

- **Dig into your documentary archive** and pull out features and films on players and moments to tug on the chords of fan nostalgia
- **Employ the Community Tab** to share documentary content already uploaded to your channel to re-engage fans to watch
- **Accelerate your current documentary plans** - if possible - to bring content for the upcoming offseason to your fans during this unplanned stoppage