

A large, stylized green chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Cricket Australia Credential

Video Transcript

From grassroots, to the professional ranks across generations and cultures, cricket holds a special place in the hearts of Australians. In the 2014/15 season, Australian cricket attracted a TV audience of more than 24 million and over 725,000 Australians attended a live cricket match.

The evolution of digital is driving the way we view, interact and enjoy sport. Fans demand more content, with personalised experiences and access to quality sports coverage via their channels of choice.

Cricket Australia knew it needed to keep fans engaged, so they selected Accenture as their official digital technology partner.

Accenture's breadth of digital capabilities supported by Accenture's world-class digital video solutions and Avanade's Sitecore on Microsoft's Azure expertise delivered Cricket Australia an innovative range of services. Including live-streaming, mobile application development, web portal implementation and analytics and social media integration. Accenture teamed with Cricket Australia to deliver integrated digital business and technology services positioning the sport of cricket as a leader in using digital technologies to improve the fan experience.

As consumer viewing habits

continue to evolve, it's vital for all sporting organisations to reimagine how they can create an incredible experience for their fan base. Transforming Cricket Australia's online experience, Accenture and Cricket Australia collaborated as one team to develop new digital properties leveraging the latest responsive web, social work-flow and content management technologies.

Fans can now engage with a new content-rich website at cricket.com.au, interact with a new mobile app, Cricket Australia Live, enjoy the live match centre, showing the latest live game scores and

learn new skills at
playcricket.com.au.

There is a new website for media and corporate communications as well as a new digital home to support coaches and umpires.

Accenture works closely with Cricket Australia to be at the forefront of innovation and to engage the fans on the latest consumer devices such as Apple TV and Apple Watch.

The results have been outstanding

Number one sports site in Australia
(December 2014)

80% increase in website audience

Over 23 million unique visitors

Over 29 million video views

Over 1.2 million live app users

Over 4 million Facebook likes

512,000 Twitter followers

Milo In2Cricket online registrations
up 141%

Potential audience 1 billion people

Our digital transformation has been a tremendous success and Accenture has been a huge part of bringing the fans closer to the game they love.