(INTRODUCTION)

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 Challenge / The Problem)

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

Cricket Australia knew it needed to embrace digital technologies in order to keep fans engaged, so they brought on Accenture as their official Digital Technology Partner.

(The Plan / Method & Work)

Accenture’s digital transformation delivered Cricket Australia an innovative range of digital technologies and capabilities, including live streaming, mobile application development, web portal implementation, analytics and social media integration.

Integration across all of Cricket Australia’s digital properties allowed Accenture to provide cricket fans with a superior digital experience.

“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.”

(James Kim, Managing Director, Communications, Media &
As consumer viewing habits continue to evolve, it is vital for all sporting organisations to re-imagine how they can create an incredible experience for their fan base.” (Russell Smyth, Managing Director, Communications, Media & Technology, Accenture Australia and New Zealand)

**(THE LAUNCH / THE EFFECTS)**

Transforming Cricket Australia’s online entertainment experience, Accenture/ Avanade collaborated as one team to design and develop new digital properties, leveraging the latest responsive web, social workflow and content-management technologies:

- Fans were able to 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

A new website for media releases and corporate communications was also created – cricketaustralia.com.au


Accenture even ensured all the latest devices supported, such as Apple watch and Apple TV

**(RESULTS)**

The results, were astounding.

Number one sports site in Australia (December 2014)
- 80% increase in website audience and
- 23 million+ unique visitors
- 29 million+ video views
- 1.2 Million+ Live App Users
- 4 million + Facebook Likes
- 512k Twitter Followers
- Potential audience 1bn people+

**(FUTURE IS BRIGHT)**

With the help of Accenture, Cricket Australia now leads the Australian sports industry’s digital evolution and cricket fans have more rich content, analysis and personalised fan experiences across multiple digital channels.

“Our digital transformation work has been a resounding success and Accenture was a large part helping the fans get closer to the game they love.” (Ben Amarfio General Manager, Media, Communications & Marketing, Cricket Australia)