



Empowering Sponsorship



Hampshire Cricket and the Ageas Bowl have teamed up with Filmily and their pioneering Fan Cam technology as they look to continue to provide attendees with memorable experiences and enhanced engagement throughout the 2019 season.

Filmily's technology will first be utilised during the Royal London ODI between England v Pakistan at the Ageas Bowl on Saturday 11th May.

Filmily and their Fan Cam platform enables sports rights holders and their partners to access fan-based footage from spectators and attendees at events. Patented technology then analyses the footage to understand the physical environment as well as the demographics of the audience and the presence of any brands.

The platform amalgamates the footage from all spectators and based on Hampshire Cricket's requirements can output compelling content for use across digital channels.

Harry Walklin, Head of Marketing at the Ageas Bowl commented:

"Creating deeper and more meaningful engagement and connection with our supporters and attendees through the use of technology – as evidenced by the recent launch of our brand new Hampshire Cricket App and this partnership with Filmily – is a vital part of our ongoing strategy. We're excited about the content opportunities Filmily's Fan Cam technology could afford us and are looking forward to seeing it in action at Saturday's sold out Royal London ODI."

Ian Kenny CEO of Filmily added:

"Hampshire and the Ageas Bowl's ambition to engage with their supporters and fans is plainly evident, while they are leading the way in English cricket in regards to in-stadia technological development. We are delighted to be working with them during the 2019 season and look forward to delivering some fantastic fan-based content."

Find out more about Filmily here:

www.filmi.ly