

brazino oficial

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Resumo:

brazino oficial : Faça parte da ação em sounddecision.com! Registre-se hoje e desfrute de um bônus especial para apostar nos seus esportes favoritos!

conteúdo:

had, Bragantino has won 0 times and Attico mineiro has Won 2 times. 5 fixtures between Bragantino and atltica Mineiro has ended in a draw. Bragantino vs atticoMG Stats, ctions & H2H | FootyStats footystats : brazil | footy Stat foot

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After more than a year and a half of planning, studies and hard work, we at Warnermedia launched, this Sunday, the new regional sports brand: TNT Sports.

From now on, Argentina, Brazil and Chile, countries with sports content from the company, share the same identity and the same concept: Passion without limits.

And other countries are expected to join the group soon.

However, it is worth mentioning that the soul and history of Esporte Interativo and CDF are still alive in this new brand.

This is immortal! As an 80s song that I like a lot says, "Things change their names, but they remain what they always will be".

To continue interacting with the largest engaging media group, both in Brazil and in the world, the sports fan in Brazil has a new address.

With the new change, all the media and digital platforms that Esporte Interativo is present will have a new name: tntsportsbr.

Chile fans will follow tntsportsch.

The language, the quality of the content produced and the interaction with the fan are still present in everyday life and begin to break the borders of countries.

Another change for fans in Brazil is the OTT EI Plus platform.

Now integrated with other company brands, the product that transmits all the brand's competitions in Brazil, such as Brasileirão, Champions League and 9 games per round of the Italian Championship, is now called TNT Sports Stadium.

In Chile, where OTT was already called Estadio CDF, it has now changed only to Estadio TNT Sports.

The changes and integrations between the sports content of the three countries are supported by five pillars of communication: 1: Direct relationships with the fan.

2: quality delivery.

3: a positive and modern approach to sport.

4: Multiplatform content.

5: global perception.

All of this to be close to the passion of the fan throughout Latin America and to materialize in the objective of being the most important and relevant brand for the passionate about sport in Latin America.

Much of this strategic reformulation process was based on a survey of fans in the region that

showed several important and fundamental aspects for the daily consumption of sports content (1,200 people were heard in the 3 countries).

From the proposal of the new visual identity of TNT Sports, which plays with the heartbeat concept of the sports enthusiast, to the language and type of production format in the sports coverage.

Other fundamental attributes for the change, which appeared in the study and that will be present in the daily production are: credibility, positive vision, originality, engagement with the fan.

All of them will be present in the daily life of the group's digital platforms, which together reach a reach of more than 100 million people per month, 42 million followers.

These will also be key concepts and pieces in one of the new brand new features: "Match Day". All coverage of the broadcasts of the main games of TNT Sports will be within this proposal that will be multiplatform.

Infecting passion, credibility, pride and inspiring football fans.

An example of something that had already started in Chile and reminds us a little of the late "Ball Fever" from Esporte Interativo channels, but now multiplatform and throughout the region.

In Brazil, TNT Sports will continue to broadcast the matches of the Brasileirão, the Champions League, the UEFA Nations League, the Italian Championship and the European Qualifiers for the World Cup, in addition to all the sports coverage of the programs, such as Last Bid, Best of the League and Keeping an eye on the League.

The transmissions, in the Superstation concept, created in 2018, follow both on TNT and Space, in addition to the OTT "Estadio TNT Sports" and, in many cases, on the brand's digital platforms.

In Argentina and Chile, TNT Sports also has the broadcast of the Argentine and Chilean championship, respectively, and other soccer rights that fit the premium concept, such as games of the Chilean national team and the Argentine women's football league.

And why is the brand change happening right now?

Over the past three years, Turner has been acquiring the rights of football in the region, and this integration process of WarnerMedia Latin America, unifying the existing sports brands in Argentina, Brazil and Chile, creating a sports vertical to assume a regional leadership position.

Given the 2020 scenario, the most appropriate was to launch TNT Sports in 2021, a brand that is born under the umbrella of WarnerMedia Latin America present and operating in the region.

There is a shared view that this is the best way for us to grow, to be able to be close to the fans in all markets, to also help the growth of regional football, futsal and women's football.

This is something that has always been part of our essence.

Does WarnerMedia, a company that owns TNT Sports, plan to incorporate TV rights into new content, skills and disciplines?

Our intention is to become the most important brand in sports content in the region.

To do this, we are constantly analyzing rights issues for the different screens.

We are always attentive and, mainly, analyzing the contents are more relevant to the fan.

The most recent in this regard was the acquisition for Chile of all the participation of your team in the qualifiers, something that we are also doing in Brazil, but in this case, through game packages.

Do you intend to enter new markets besides Brazil, Argentina and Chile? Which ones are they studying?

We are analyzing several markets and evaluating how the rights of third parties are maturing in relation to the soccer championships in Latin America.

The work we do in terms of analysis and studies of new markets is permanent, is part of our expansion strategy in the region.

How important are digital platforms in your business plan?

We know that consumer behavior is changing very fast and that digital is the future.

Given this, it is essential that we go deeper into this field.

Fortunately, WarnerMedia is the world leader in digital engagement with Bleachers Report in the USA and Esporte Interativo in Brazil.

And that aspect will continue to be strategic for us.

We will seek to improve it now that we have a regional brand.

What is the main objective in terms of establishing a regional brand, lowering costs, for example?

It is through a regional brand that we can aspire to the leadership we seek in sports.

Of course, the question of costs is a variable, but it is not the most important one at all.

The main objective of this implementation is to promote synergy between countries, optimize structures and give our Sport vertical a unique identity with the same editorial line, elements that will allow us to maintain a close relationship with the fans in each market and provide it with an expanded experience, according to our statement "Passion without limits".

How will the content interaction between the three countries work?

Let's go deeper into what we are already doing.

The idea is to promote formats and programs with regional potential, taking advantage of available resources and the cross-market structure.

An example in this sense is the concept of "Match Day" with which we already work in Chile.

We will also strengthen international coverage through our correspondents in Europe and the United States, in order to always provide the most relevant information to our local audiences.

Now we have the opportunity, for example, to extend what worked very well in a given market to other countries, to test new formulas, to increase the exchange of ideas and talents.

Will the talents be added? Do those who are now continue?

Probably 2021 will bring something new on the subject, but it is not fundamental for us at the moment.

To develop the potential of a regional brand, today we already have a talented and distinguished journalistic team in the three countries where we are present.

Certainly, in the short term, we will play with cross references appearances in different markets; it will be something dynamic, which will evolve on different screens.

For example, Bichi Borghi, world champion for Argentina, who besides being a channel talent in Chile is also a big name in Argentina, or Juan Pablo Varsky, who with his rise across the continent works perfectly in Chile.

And we are also open to receive special guests who will accompany us at specific moments and initiatives, as we already did with Julio César in Brazil for the UEFA Champions League. WOW ...

this is a little bit of all the work that has been done and everything that we have to do ahead of us.

The passion and DNA of Esporte Interativo and CDF now go beyond the boundaries that bound us.

Passion has no limits now!

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(crédito: Reprodução/Loterias Caixa)

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