

# The rebirth of football coverage : How to make the most of our local network on smart speakers ?

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**radiofrance**



**Almost each ligue 1  
team is covered by a  
France Bleu local  
station**



# We were contacted by Amazon for a partnership

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Alexa, play Paris game



This is Paris/  
Nantes game, with  
parisiens  
comments.  
To get comments  
from the other side,  
say "Alexa, next"

Alexa, give me  
the results of  
Paris' game



Paris is winning 2-0  
against Nantes.  
Do you want to  
listen to the game on  
France Bleu ?

## How does it work?

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# Why did Amazon choose us?

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## THE STRENGTH OF OUR NETWORK

We are the only ones to broadcast all games. Our competitors (RMC, Europe 1, RTL) only offer a multi-games in one show.



## THE LOCAL KNOWLEDGE

A successful test on Canal + last spring. Users had the choice between Canal+ neutral comment, or France Bleu local partisan comments.

# Why did we accept?

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An opportunity to take the default provider position before competitors



A way to give a second life for sports coverage



No additional content production

# This is just the first step of a larger and more ambitious project

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Car



Highlights of the game

5 min after the end of the game



Pre-game briefing

Morning of the game



**Thank you**