

NATIONAL GAMES 2022

ON-GROUND COVERAGE

29th Sep - 12th Oct 2022

CASE STUDY



www.thebridge.in

Why did we cover the National Games on-ground?

- National Games made a return to the Indian sporting calendar for the first time since 2015. **The Bridge had to be there!**
- To understand what goes **behind organising the biggest multi-sport event held in the country**
- Couldn't miss the chance to **interact with over 7000 athletes** from across the country
- To discover **unsung heroes of the games** and take their stories to a greater audience
- To **create real-time visual content** for the users and athletes that cater to the generations consuming new-age media

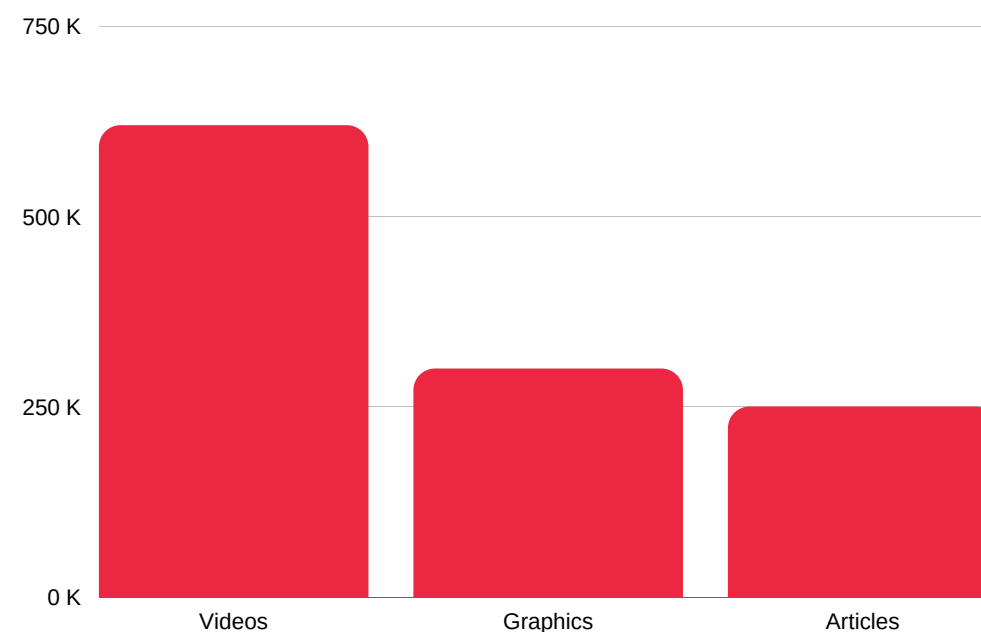
Overall Performance across platforms

~1.25 M People reached through our coverage

~620 K Video views across socials

~250 K Page Views on the website

Content-wise Reach



Highlights

- **Real-time sports updates** on Twitter, YouTube, Instagram
- Published over **30 featured stories** of lesser-known athletes/coaches
- Special event coverage with focus on **Athletics, Weightlifting and boxing**
- **Behind the scenes** coverage with organisers and mascots

Video Production



620K views, 50 videos, 12 days

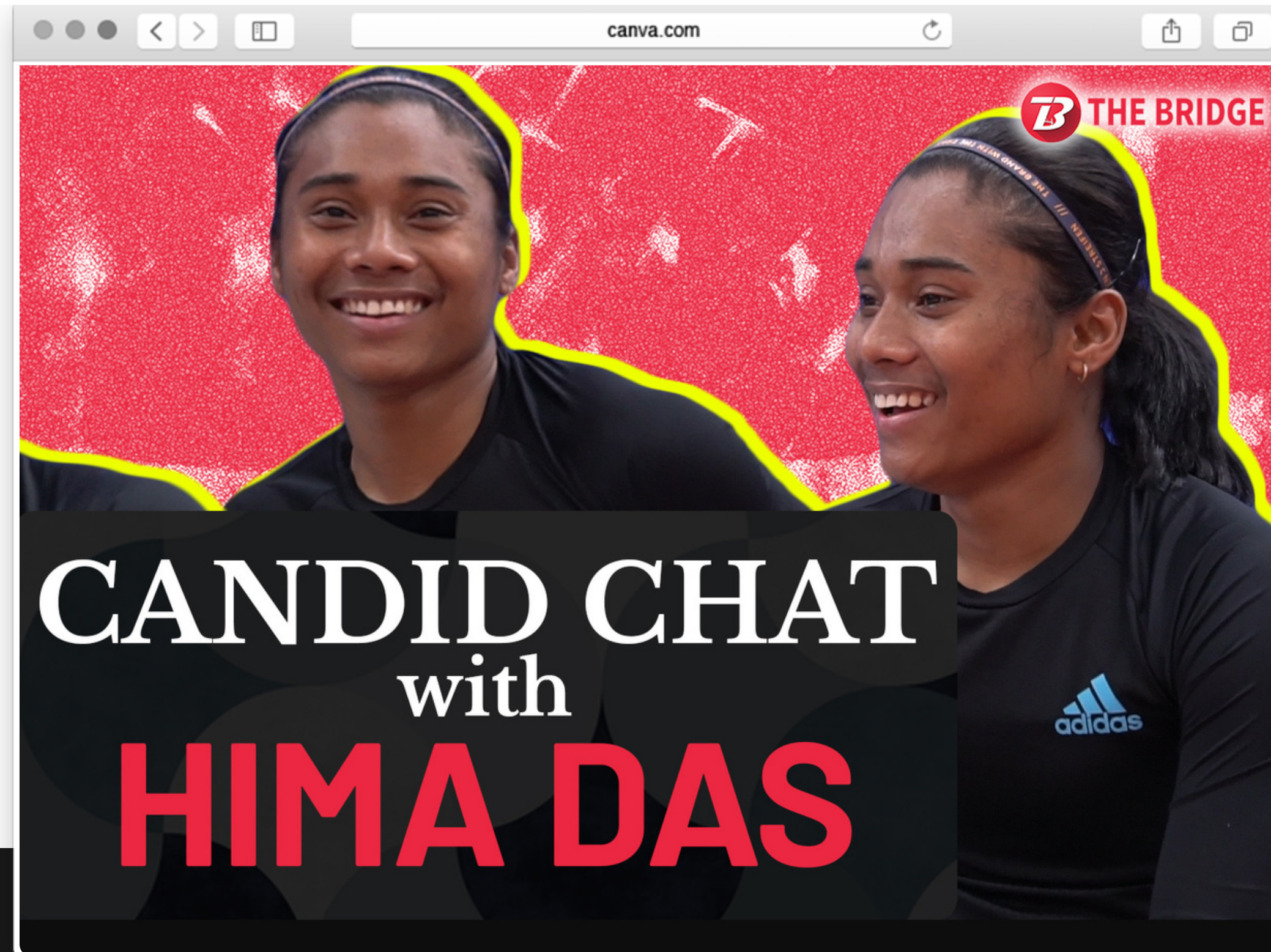
Video format breakdown:

The Bridge Exclusives: Athlete Interviews

(Hima Das, Mirabai Chanu, Bhavani Devi, Shaili Singh, Elavenil, Atanu Das)

The Bridge Originals: Never heard before inspiring stories from the games

Behind the scenes: What goes behind organizing Indians biggest multi-sport event



Textual Content : Over 150 stories, 250K+ page views →



20 Exclusives stories covered from ground

- Event round ups
- Stories of people behind the scenes
- Human-interest stories



Other exclusives and data stories

- Coach interviews
- Para-athletes stories
- National Games in numbers

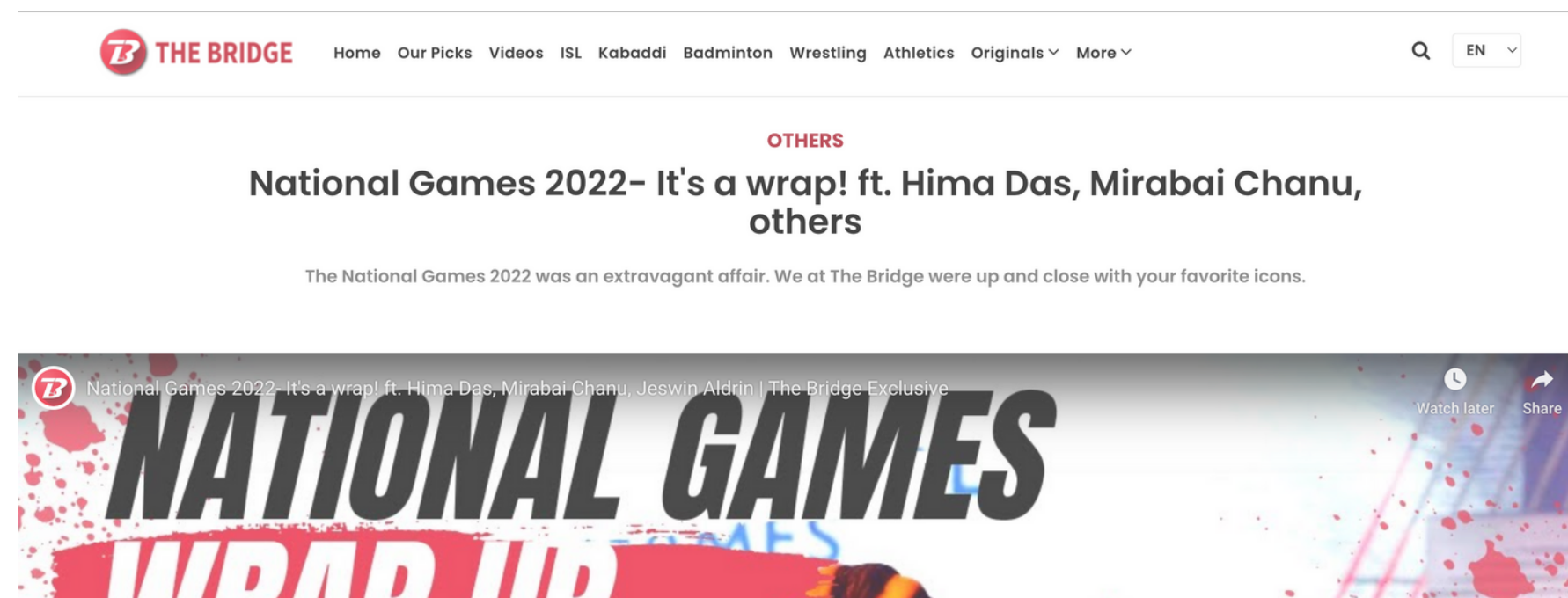


Articles in regional language

- All news round up in Hindi
- Real-time updates and interviews

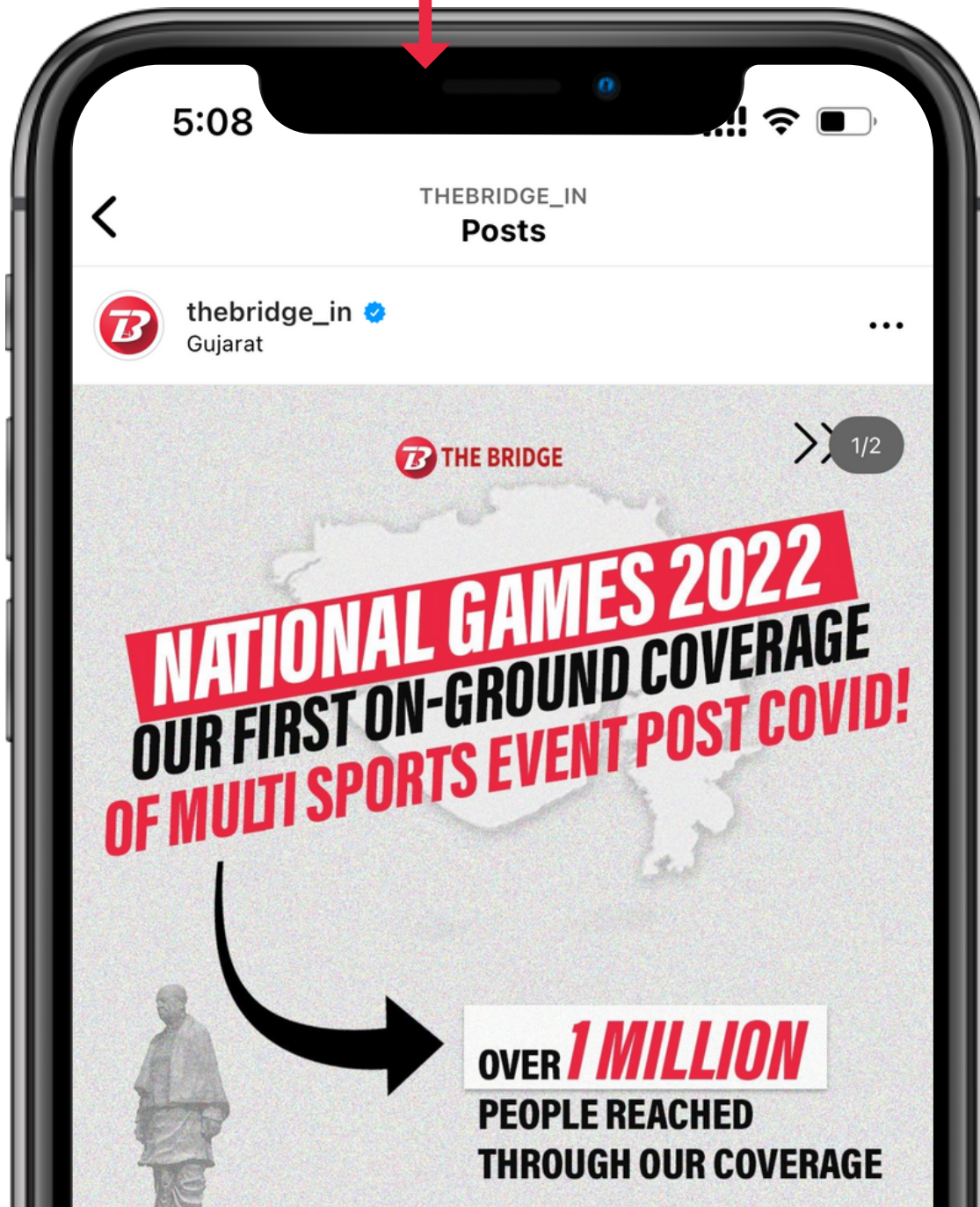
Types of content created and distributed

Feature articles, match reports, video interviews, event reels, video articles

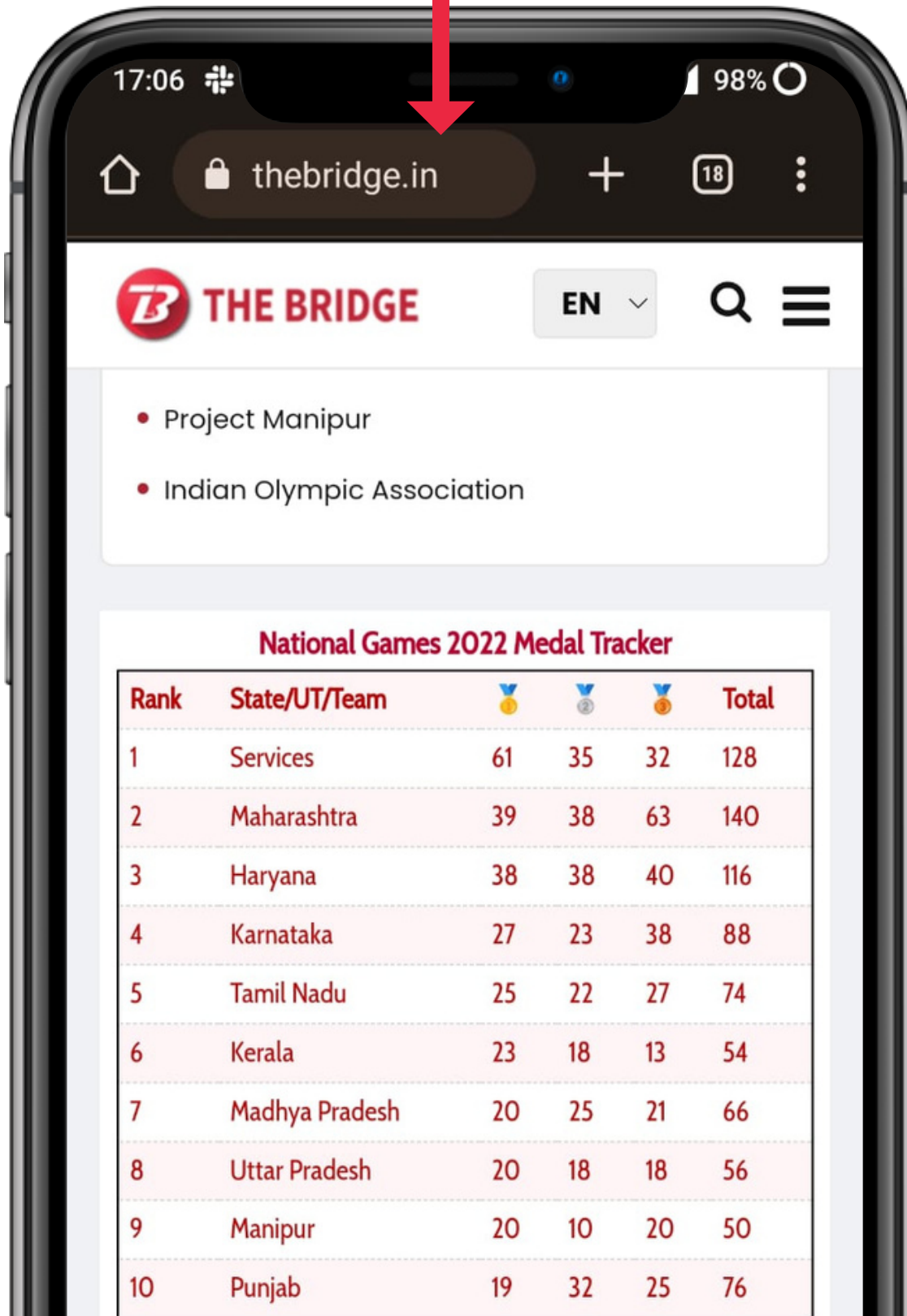


Other formats delivered

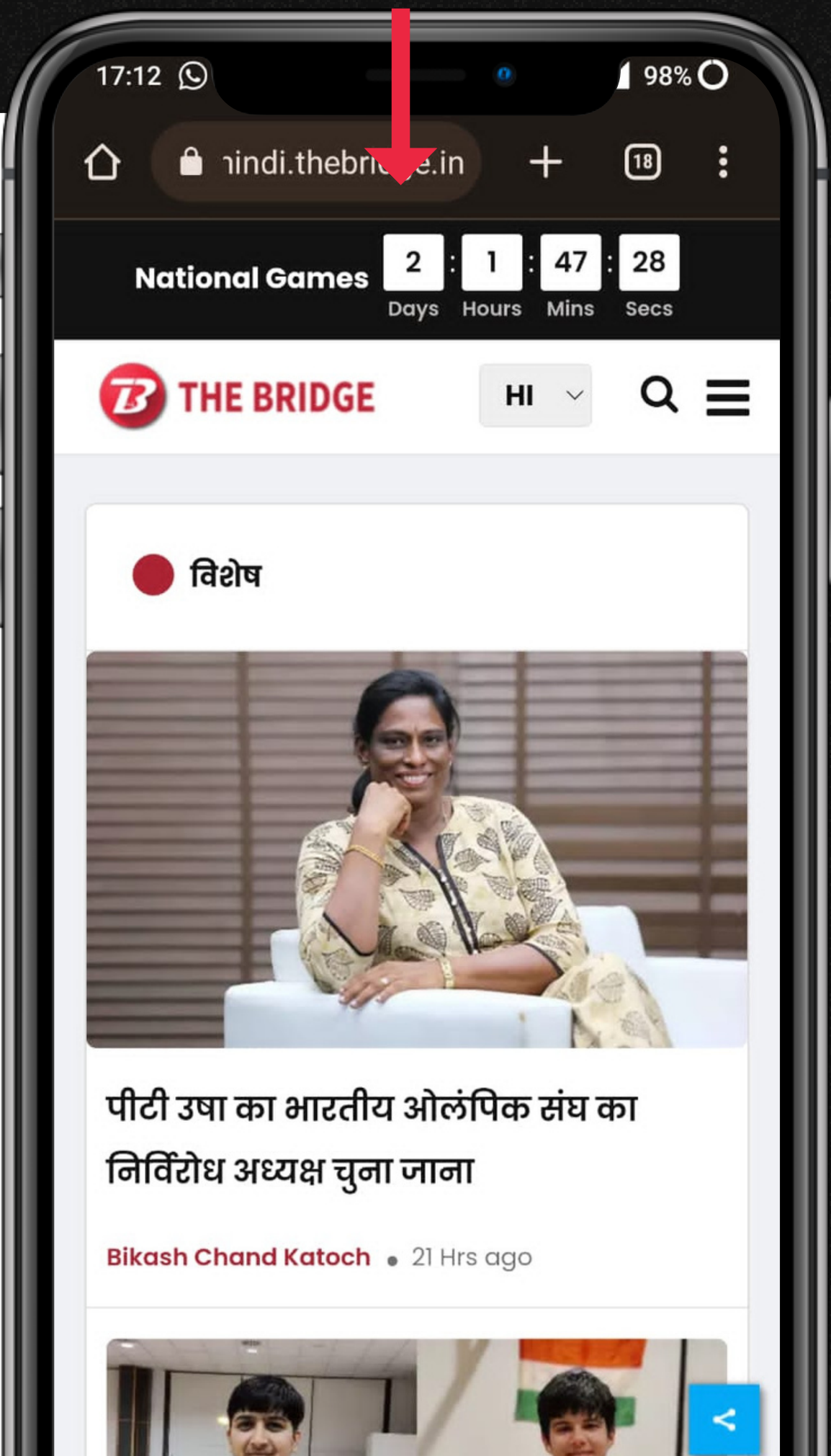
Real-time updates on social media



Updated Medal Tally on Website



Event count-down timer



Thank you

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Facebook



Instagram



YouTube

