

## DIGITAL

2016-17 was another season of significant digital innovation, starting with the announcement of the new manager in July 2016. During his first weekend in Manchester, Pep was initiated into the city as he travelled around the city centre in a black cab picking up unsuspecting fans – the resulting ‘Pep’s Taxi’ video clocked up more than 21 million views on Facebook and YouTube and a total reach of 50 million.

The new mobile-first website launched at the same time as the new badge was revealed, and fans met the new manager for the first time. The site, co-created over the previous 12 months with ongoing fan consultation including a beta phase, saw a 33% uplift in mobile usage, and a 25% increase in video views over the reporting period.

City were the first Premier League club to make use of Snapchat Specs, giving the platform’s users behind-the-scenes access when they were worn by men’s team players and by the Club’s Snapchat Host on matchdays. Yaya Touré was the first player to wear the glasses in the build-up to December 2016’s home game against Chelsea.

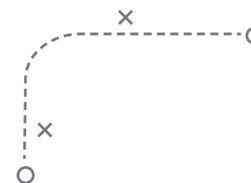
New virtual reality technology transported fans to a virtual VIP suite through the ‘CityVR’ Oculus app, allowing fans to watch City games from the previous season, switching to different corners of the pitch throughout the match and showing player information and match statistics.

The Club went live on Facebook 145 times in 2016-17, offering fans around the world live Manchester City women’s home games, Guardiola’s first Q&A at the Cityzens Weekend and a fan receiving a tattoo of the new City badge.

More than 400 people applied to take part in the first ever Man City Hackathon, of which 60 finalists were invited to the City Football Academy to take part in a two-day hack with the objective to ‘develop new ideas to improve player movement, passing, running and overall performance’. The second hack, in February 2017, was focused on discovering ‘how digital technology can help grow and further reinforce a sense of community and belonging’.

In China, City remained the second most followed football club on Chinese social media, and was ranked the fifth most influential European Club in China, according to Mailman’s Red Card 2017 China Digital Football Index.

In July 2016 Manchester City entered the fast-developing world of eSports with the signing of Kez Brown, followed in April 2017 by New York City FC’s Chris Holly and Melbourne City’s Marcus Gomes in August 2017.



The Club held two Man City Hackathons at the City Football Academy



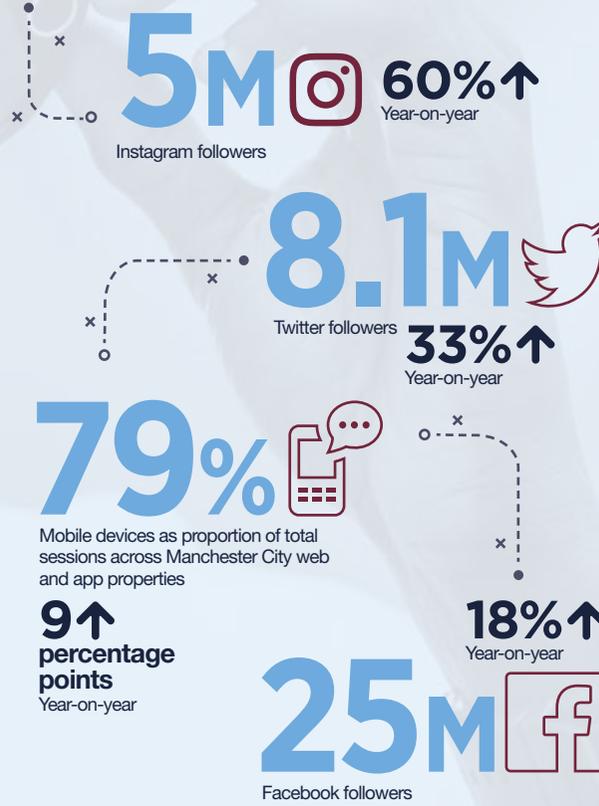
“Innovating the beautiful game: how Man City is taking football from the terraces to the web”

WIRED MAGAZINE, JAN 2017

# DIGITAL

## DIGITAL AND SOCIAL MEDIA

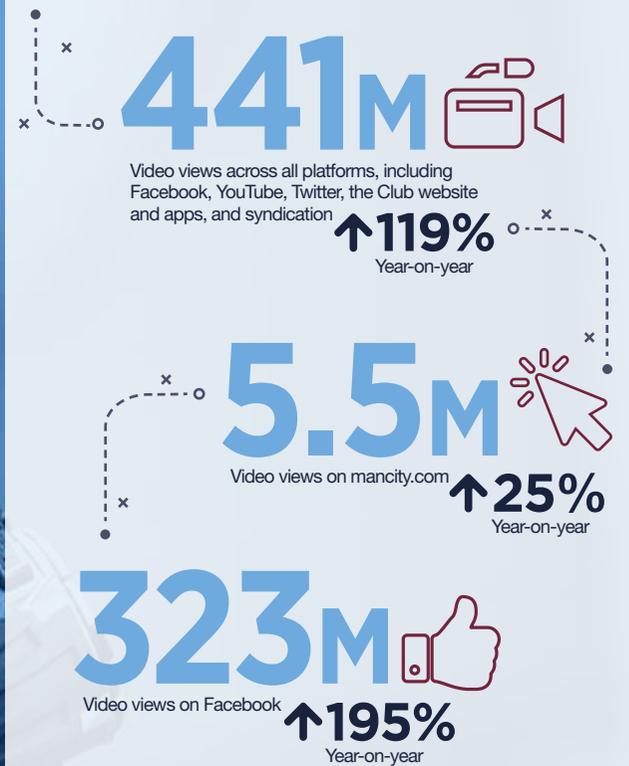
KEY AREAS OF GROWTH FOR MANCHESTER CITY IN 2016-17



Source: Social Bakers, Google Analytics

## ONLINE VIDEO VIEWS

MANCHESTER CITY VIDEO CONTENT ACROSS DIGITAL PLATFORMS AND FACEBOOK IN 2016-17



Source: YouTube analytics, Facebook analytics, Brightcove analytics, Twitter analytics