



PRESS RELEASE

Samba Digital launches Fansights, a social performance analytics platform dedicated to sports clubs, leagues and federations

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Samba Digital, a global sports marketing company, today announces the launch of **Fansights, a new social media performance analytics platform** specifically designed for **sports clubs, leagues and federations**.

As sports organizations continue to expand their digital footprint and engage increasingly global fan bases, Fansights enables them to **better understand their audiences**, assess social media performance and optimize content strategies using clear, reliable and actionable data.

Fansights represents a **first strategic technological foundation** within Samba Digital's growing data and innovation ecosystem. The platform centralizes and analyzes data from major social media platforms to provide a comprehensive and structured view of digital performance.

With Fansights, sports organizations can:

- **measure social media performance** through key metrics such as engagement, community growth and content effectiveness;
- **analyze their audiences**, including fan location, behaviors and content consumption habits across platforms;
- **benchmark their performance against competitors**, whether other clubs, leagues or federations, to identify opportunities for improvement.

By turning social data into **clear and actionable insights**, Fansights helps marketing, communication and digital teams make more informed and strategic decisions.

Frédéric Fausser, CEO of Samba Digital, commented:

"Fansights has been designed for sports organizations looking to better understand their fans and structure their social media performance. This platform provides a clear and actionable view of social data and represents a strong first foundation that will soon be enriched with advanced content recommendation and content generation features, powered by artificial intelligence."

Designed as an **evolving platform**, Fansights will progressively integrate new modules to support clubs, leagues and federations in optimizing their editorial strategies and digital engagement.

With the launch of Fansights, Samba Digital reaffirms its ambition to **place data and technology at the heart of digital performance for sports organizations**, strengthening its position as a global strategic partner.

Alongside its technological developments, Samba Digital continues to expand its international client portfolio, with recent partnerships including **FIBA**, the **Cortina Paralympic Games**, an expanded collaboration with **Chelsea FC**, extended mandates with the **French Football Federation** in women's football, and new projects in North America with the **Houston Texans** and **CF Montréal**.

Samba Digital is listed on Euronext Lisbon PTDGL0AM0003 MLSM

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