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## Nielsen sports connect login

This website uses cookies: more information. SINGAPORE – Nielsen has closed the Singapore office of its sports data business, Nielsen Sports. Nielsen recently announced a plan to exit non-essential companies and cut around 3,500 jobs globally as part of cost-saving measures. Nielsen Sports will now centralize its business in the Asia-Pacific region at the company's Tokyo office. Marco Nazzari, managing director, international director of Nielsen Sports, said the move was part of Nielsen's measures to position the company for higher profitability and growth. Nazzari said: Asia remains an important market for Nielsen Sports. While Nielsen is maintaining a presence in Singapore, we are centralizing our Nielsen Sports for Asia presence in Japan to leverage deep industry knowledge and industry experience across the region while effectively keeping pace with customer needs. Nielsen Sports also has Asia-Pacific offices in India, South Korea and Australia.Nielsen plans to part ways with two companies: Nielsen Global Connect, focused on consumer purchasing data, and Nielsen Global Media, focused on audience measurement. Traditional sports athletes investing in sports have become a recent phenomenon that has led international footballers Gareth Bale, Sergio Agüero and Casemiro to set up their own respective sports organisations only this year. On the other hand, we've seen a variety of other athletes choose to invest in existing sports entities like NBA player Dion Waiters investing in Miami-based organization Centric Gaming. However, one individual who has caught the attention of many is Formula 1 driver Lando Norris. In early November of that year Norris also launched his own organization, Team Quadrant. Although unlike other athletes, the driver has gone down a different route, focusing first on content in an attempt to become a brand of play and lifestyle rather than jumping straight into competitive games. Photo credit: Team Quadrant RELATED: Formula 1 driver Lando Norris launches sports team Sports Insider spoke to Phelan Hill, the head of Strategy and Consulting for commercial solutions provider Nielsen Sports, to break down the benefits of the Quadrant team's lifestyle and gambling brand approach, rather than immediately launching a competitive team. Lando doesn't just go 'I'm going to compete in F1 sports and that's me' is something much more borderly. Hill explained. I think it probably resonates with the way the ecosystem is going. Hill cites that the ecosystem is going more towards the 'FaZe model' that will focus on building the brand on its content, rather than building on tangible achievements like trophies. Phelan Hill. Photo credit: Sport I guess in a way FaZe were one of the first to be pioneered, to be a real lifestyle brand and the game is part of that. This certainly resembles the model that is going down a lot more. Much more content, lifestyle will clearly start pulling out its own that takes advantage of its appeal. The general selling point of athlete-owned organizations is exactly that, they are owned by athletes. However, while this may contribute to short-term growth, it is important that momentum is carried out to keep fans engaged and ensure long-term development. I think Han (Team Quadrant) has been pretty smart because it's not just a model that's based on Lando and I think that's very important because with any of these projects, you need momentum. Hill said. It's not just Lando, you have other YouTube stars, you have other influencers, who also compete in competitive games as well. Hill expressed that the importance of this is because it allows Norris to continue to excel in his profession as an F1 driver, while allowing the brand to be developed. It continues: When Lando is busy the momentum continues. You will always have fresh content too because you have all these different pillars and you have different people involved, then you will gather different fan bases. As of this writing, Team Quadrant current has 108,000 subscribers to youtube along with a combined 51,000 followers on Instagram and Twitter, which already accumulates the form of Guild Sports, CaseEsports and Ellevens Sports, which have chosen to jump directly into the competitive environment. On the other hand, the organization's first official merchandise launch took a big hit with Team Quadrant selling its F1 mini-helmet collection in just five hours. This combined with Norris' recent growth in popularity on the game scene since the pandemic has put the new organization on the fast track of growth, with Quadrant using this momentum to develop its brand and launch new content. Photo credit: Nielsen Sport/Stream Hatchet However, that doesn't mean the game's focus and lifestyle is the only model that works. Take for example the new sporting organisation of Man City striker Sergio Agüero KRU Sports, with the organisation immediately jumping on FIFA's competitive scene, while appealing to the Spanish market through content activations. Although it was only launched in October, the organization has garnered 260,000 followers on Instagram alone. On the other hand, the likes of Guild, Ellevens and CaseEsports could still find success in sports if brands continue to gain a reputation in their respective titles. Hill explained that right now, while play and lifestyle seems to be the right model for the quadrant team, there is no solid structure on how to get on the scene. I don't know if there is a right way and the wrong way to do it, he said. EXCEL have recently made another make change of brand. They're probably pivoting the other way, where they've gone with a sports team first and now they've had a makeover, they're going to deploy a lot more merchandise, they're certainly becoming a lot more of it. G2 have always been like the pioneers of all mems and the little more jokey type, digital social content Commitment. But yes, then you get the other side of that, where you have someone like FaZe who is probably lifestyle first and game second. However, one thing Hill identified was that there is certainly a change in the way sports models are being created. More importantly, there is an awareness from organizations that a mixture of the two styles could prove successful. He explained: I don't think there's a right and wrong way yet. I think brands are realizing it or rights holders are realizing that you need both. So, the question then arises about what are the next steps for Team Quadrant after setting their mark further? Hill believes the next logical course of action would be to delve into the competitive sector, but only if the fan base wants it. It's almost a case of 'let's bring in people who are passionate about their areas and let's combine them'. Then they're potentially going to go in the direction that their fans want us to instead of a little bit more of a manufactured thing from let's create a sports team. Let's buy a franchise at League of Legends. Photo Credit: G-Performance RELATED: KRU Sports CEO Sergio Agüero discusses the origin and ambitions of the team In Head of Strategy and Consulting at Nielsen Sports, Team Quadrant also emits a feeling that has very rarely been felt for an athlete-owned organization. His growth feels organic even though Norris already has a fan base behind him. I think what they're doing is very smart. It probably reflects a bit on the sector. The sports ecosystem is actually quite honest and sincere, Hill said. The most successful brands now or rights holders have done everything organically in a way that they have grown. It's kind of the same here with what Lando is trying to do. The success of the Quart team will ultimately be decided by its longevity, with the likelihood that the new organization will still benefit from the general hype of an important name entering the sports/game scene. However, the foundations have already been made for when their short-term growth is reduced and it seems, based on the organization's actions in the first few months, that it is taking the right steps to be a renowned organization, not just an athlete property.

Read the Sports Journal Journal

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