



Case: Vasaloppet.TV - from start to finish, on demand

Understanding the rapid growth of “on demand” consumption of TV, Vasaloppet wanted to provide their audience an enhanced and extended experience of the Vasaloppet event. The goal was to have more of the many Vasaloppet races broadcasted and an ability to show related video clips before, during and after the events. In addition to matching new TV consumption behaviors, this also would boost brand awareness for Vasaloppet. The result is Vasaloppet.TV - a live streaming service Vasaloppet developed in collaboration with IBM.

Together we met the goals

Prior to the winter week of 2018, Vasaloppet launched their very own play service - Vasaloppet.TV. The success was a fact – the first broadcast had more than 250 000 views.

At Vasaloppet.TV, the viewer can follow and take part of live broadcasts during the races as well as historical clips, exercise tips and interviews with participants. Since 2018, the video on demand service has been further refined, and during the Vasaloppet winter week 2020, Vasaloppet.TV will broadcast every day from start to finish.

Powered by IBM Cloud and Design Thinking

The Vasaloppet.TV. service is built on and powered by IBM Cloud Platform. The Swedish IBM Global Business Services team worked with Vasaloppet, using the Design Thinking methodology to develop the live streaming service.

Our way of working

By researching similar video on demand services to find design patterns and common user interactions, the team first built a mature prototype envisioning the visual identity and user experience of Vasaloppet’s streaming service.

Being a truly agile development project, the cross-functional team worked with prototypes as blueprints to ensure a high-quality user experience. The result is a fully responsive website working seamlessly on mobiles, tablets and desktops which helps Vasaloppet viewers, participants and fans to engage more with their brand and different races. Whenever they want to – from wherever they are.

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Thanks to a continuous review of both business model and technology, Vasaloppet's organization has established a culture that never get "stuck in the same ski track". To the contrary, Vasaloppet is always willing to step out into the unknown, always with the focus to deliver a world-class experience.

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