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MEDIA ALERT FINAL

Are You Ready for Kick Off? Adobe's Digital Index Reveals A 30% Increase in Mobile Visits for the UEFA Euro 2016 'First Kick'

LONDON, United Kingdom — June 9, 2016 — Adobe today released the results of its Adobe Digital Index (ADI) *2016 UEFA EURO Report*, revealing the enormous opportunity for marketers to connect large global audiences at this year's UEFA Euro 2016 Championship. The new data, which puts the championship in the context of other major sporting events, found that the Euro 2016 'first kick' is predicted to bring a 30% increase in mobile visits for advertisers during the event. This follows from the World Cup in Brazil in 2014, where mobile visits to World Cup advertiser sites saw a significant 21% increase during the 'first kick'.

Consumers are increasingly turning to a mobile device to accomplish tasks both during and outside of major sporting events, yet the biggest challenges that European marketers face for the UEFA Euro 2016 is providing a quality and seamless mobile experience. Adobe's *2015 Best of the Best EMEA Report* found that 48% of Europeans are frequently switching devices during video and streaming activity, with one of the key frustrations with mobile device experiences being that they are "too slow".

With EMEA consumers demanding more engaging mobile experiences, paid search impressions on smartphones have increased by a considerable 59% year-over-year (YoY). Yet globally, publishers have only invested 43% more YoY in paid ads for mobile devices, which is a clear indicator how investments in digital strategies are lagging behind actual consumer behaviour.

To make the most of the mobile opportunity, organisers are opening up a number of new ways of viewing the event. This year, UEFA plans to use Periscope, Snapchat and Facebook Live, to enhance their coverage and to give fans new access to the players and activity around the event, wherever they are. This is in a bid to focus on creating great mobile experiences for fans.

Germany's national team is favoured to win on social

Every committed football fan will be sharing their experiences and engaging with all the action throughout the tournament. The Digital Index's analysis of social buzz has revealed that Germany's fans are the most engaged (FanZone rank 9.1¹), with England (8.6) and Spain (7.75) ranking second and third. Germany's national team may be favoured to win on social, but of course, there's still all to play for the tournament itself.

Germany's Mesut Ozil is drawing the most attention on social media, with the highest social sentiment among the top UEFA players. This is followed by England's Harry Kane and France's Paul Pogba.

¹ FanZone - Based net sentiment, UEFA season rank, total social mentions, and geo social mentions from the national team's country.

Tamara Gaffney, Principal Analyst, Adobe Digital Index comments: *"Today's major sporting occasions represent a truly global opportunity, with events like UEFA Euro 2016 set to be the most mobile sporting event ever. Brands need to respond to changing consumer behaviour and create standout campaigns across multiple devices and platforms to capture their attention. UEFA's use of Periscope, Snapchat and Facebook Live highlights the need for marketers to develop a truly cross-channel experience for fans".*

Helpful Links

<http://www.cmo.com/adobe-digital-index/articles/2016/6/7/adi-euro-2016.html> – CMO.com

Adobe Digital Index: UEFA 2016 Report Methodology

Based on consumer data comprised of 650M visits to World Cup advertiser websites between May 2014 & August 2014, consumer video viewing from Dec 2013 – Dec 2015. Composed of aggregated and anonymous data, including:

- 400+ billion digital ad impressions from search/social platforms (Google, Facebook, Yahoo, Baidu, Yandex) Jan 2015 – March 2016.
- 3 million social engagements (mentions, page likes, followers) captured from March 2016 – May 2016 from blogs, Facebook, G+, Reddit, Twitter, Dailymotion, Flickr, Instagram, Tumblr, VK, Disqus, Foursquare, Metacafe, Wordpress, and Youtube. Social mentions is publically available and based off an aggregate total.
- Survey: conducted March 30th-April 4th with 5,000 customers overall, 1,000 in each of 5 European countries (UK, France, Germany, Sweden, and the Netherlands).

Adobe Digital Index: Best of the Best Methodology

The Best of the Best 2015 report refers to companies using the Adobe Marketing Cloud who rank in the Top 20% of fellow Adobe clients in their industry on various key performance metrics. It is called the Best of the Best because Adobe Marketing Cloud customers are already ahead of the masses through their investment in excellence. The report also includes a consumer survey. Between March 30th -April 4th, we talked to over 1000 consumers in each of the 5 EMEA countries (UK, France, Germany, Sweden, and the Netherlands) about what devices they own and how they use these devices throughout their daily activities.

The ADI consists of aggregated and anonymous data from 200 billion visits to 10,000+ U.S. websites, 100 billion visits to 3,000+ websites in Europe, and 100 billion visits to 3,000+ websites in Asia during the 2015 calendar year gathered via Adobe Analytics and Adobe Social. Country averages are based on the industries analysed.

About Adobe

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