



Premier League delivers fixtures to its global fanbase in their native tongue

Challenge

- The world's most popular sports league, Premier League, has a bold and ambitious strategy for globalisation, with several key international regions in focus for its near-term growth.

How could ECAL help to support these global audience objectives?

Introduction

- For football fans across the globe, the release of the new Premier League season fixture is a highly anticipated event.
- For ECAL, Premier League's official 'Digital Calendar' provider, the global release to millions of passionate football fans requires a sophisticated, well co-ordinated strategy to on-board a flood of new subscribers on release, whilst servicing millions of connected users to update their calendar.
- Up until now, the Premier League schedule has only been available in English only. ECAL set about solving this problem for Premier League.

Objectives

1

Develop

Develop a solution to provide Premier League fixture content in languages other than English.

2

Integrate

Integrate the solution into ECAL's existing 'global displays' that already have a smart language detection and translation feature.

3

Launch

Launch this solution in time for the Premier League fixture release scheduled for the 19th of June 2024.

4

Adopt

Adopt a platform approach to further revolutionise digital calendar communications, and make available for other major global brands.





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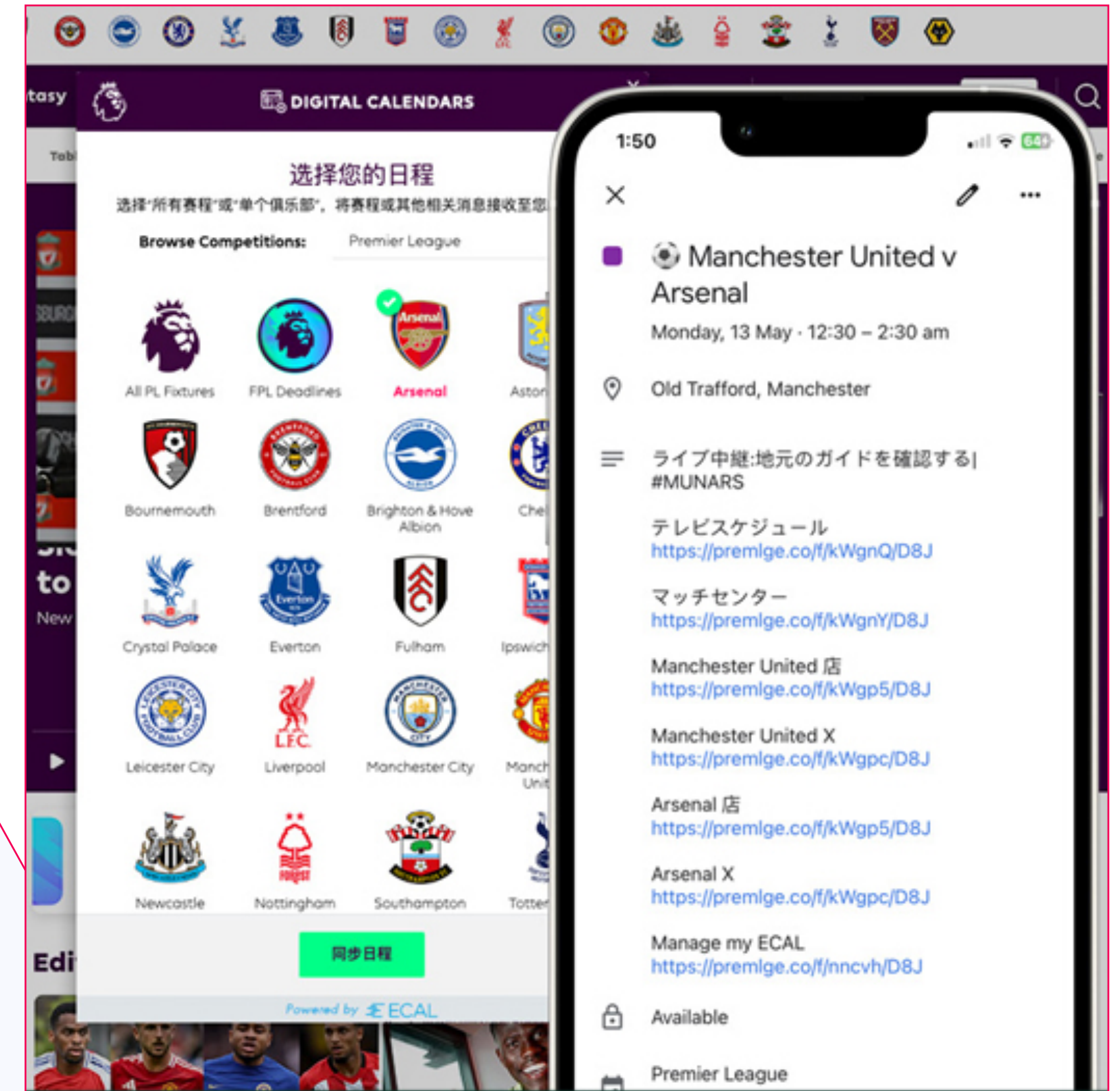
Strategy

- Following months of research and testing, we partnered with Microsoft and OpenAI to develop an AI language translation service specific to the needs of calendar marketing, and that was going to successfully support our event-based client partner network.

ECAL's 'Native Language Translations AI' service was born!

Solution

- ECAL unveiled its 'Native Language Translations AI' service, launched by Premier League for the 2024/25 season fixture release in June 2024.
- As part of ECAL's expanding CalendarAI toolbox, this new language translations AI feature delivers smart, dynamic, personalised events content in the user's preferred, detected, native language, in their calendar.
- The service covers 248 countries, 49 languages including the top 10 dialects in India. All intelligently translated with key nouns preserved such as sporting team names, venue names and brand names.



Outcomes

18%

LOE

18% of Premier League subscribers are being sent content in a language other than English

67%

Languages Served

Content in 33 of 49 available languages were served in the first week of the fixture release.

90%

Multiple Languages

Over 90% of users have more than one language preference.

KO

Most Popular

Korean was the most popular native language, then French, Norwegian, Swedish and Arabic.



Find out more.

Request a demo and discovery session today.



Patrick Barrett
Founder & CEO
patrick@ecal.com

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