

Media Release  
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## **CLUB ROAR GIVES BACK TO AUSSIE SPORTS FANS**

Australia's leading sports opinion website, The Roar, is giving back to its fans with the inaugural 2017 Club Roar Awards offering \$10,000 worth of prize money.

The latest initiative from digital media company, Conversant Media, Club Roar is looking for the best videos of local sports competition at club level and is offering cash prizes to individual players, teams and clubs.

Entries have been flooding into this fan powered video platform since the Awards launch four weeks ago, with judging categories such as Beastmode, best demonstration of skill, and the Women in Sport award, to recognise the finest women's sporting moments, amongst many others.

Chief Executive of Conversant Media, Zac Zavos, said the Roar wanted to reward the clubs and fans who had embraced Club Roar since its launch and was looking for the most jaw-dropping highlights and lowlights from weekend matches.

"We know that people love this content as we have had over 9 million views of local legends playing grassroots sport. Putting them on The Roar has turned club players into Internet sensations, reaching millions of Australia's sporting die-hards. The most memorable moments in a game are what our audiences really want to see."

The Roar's short form video and highlights packages, sent in by fans, are part of a global trend according to the latest data. Mr Zavos said research from AOL in February 2017 showed that 32 percent of consumers are watching videos less than five minutes in length on a daily basis, and 54 percent of consumers watch more online video now than a year ago.

In Australia, people over 16 are spending 4 hours and 18 minutes watching online video on their smartphone each month, according to Nielsen research.

Club Roar has a vision to be Australia's leading user-generated content sports video site.

Sports fans must submit their video entries for the inaugural 2017 Club Roar Awards by July 24, with the winners announced on July 30.

The award categories are:

- Club Roar Most Popular Video: Judged 50% on views and 50% by The Roar's judging panel
- Lowlight: Blunders, bloopers and boneheaded teammates – celebrating your funniest moments.
- Beastmode: When one player simply cannot be stopped
- Pure Skill: Impeccable technique and individual brilliance on display
- Dream Team: Because a champion team always beats a team of champions
- Women in Sport: The finest women's sporting moment
- Tomorrow's Stars: The very best of junior sports (U18's) in Australia.
- Jaw-Dropper: Awesome trick shots, You wouldn't believe it if you didn't see it for yourself
- The Sportscaster: Best Produced Sports Video from a budding Spielberg

## **ABOUT THE ROAR**

The Roar features world-class content from 50+ expert journalists, commentators and sportsmen, positioned alongside top quality fan articles. It generates unparalleled on-site audience engagement, currently publishing 50,000+ comments from fans each month, and receiving 60% of its audience traffic via mobile.

## **ABOUT CONVERSANT MEDIA**

Conversant Media is a fast growing digital media company that produces engaging premium websites for passionate, intelligent Australians with an interest in sports, culture and lifestyle technology. Our portfolio of sites include the renowned global culture website, Lost At E Minor, Australia's leading sports opinion website, The Roar, and the millennial-tech and lifestyle website, Techly. Founded in 2007 and acquired by HT&E in 2016, the combined Conversant Media sites have a reach of 3.9 million unique browsers and, including social media, 7 million people monthly.







9,000,000+  
VIEWS FOR CLUBS SO FAR

## 2017 Club Roar Awards are on! \$10,000 to be won across nine categories. Entries close 24 July. [Learn more](#)

[SUBMIT YOUR CLUB'S VIDEOS](#)

### What is Club Roar?

- Club Roar is a great initiative aimed at helping and promoting your great players and sports clubs!
- Not getting the exposure you think your great sporting moments deserve? Club Roar's the place to start!
- We're not about the professionals, we're interested in every day people playing for the love of their chosen sport. We celebrate the ordinary person doing the extraordinary on the field. Got around us, and we'll get around you!

### Club Roar Videos [See more >](#)



Heidelberg pull off the most epic come from behind victory  
1:32



Brutal hit in New Zealand schoolboy final  
0:56



Old Boys Uni pile on the pain in the rain!  
1:28



Deft touch sets up this long-range bomb  
0:47