

CASE STUDY

AT THE FIS FREERIDE WORLD CHAMPIONSHIPS, [VRSVS]* WAS DEPLOYED TO MEASURE FAN ENGAGEMENT AND PERCEPTION IN REAL TIME, BEYOND SIMPLE VIEWING TIME.

The device was tested in real-world conditions, with no impact on the competition or official judging.

This case study presents the key lessons learned from the test.

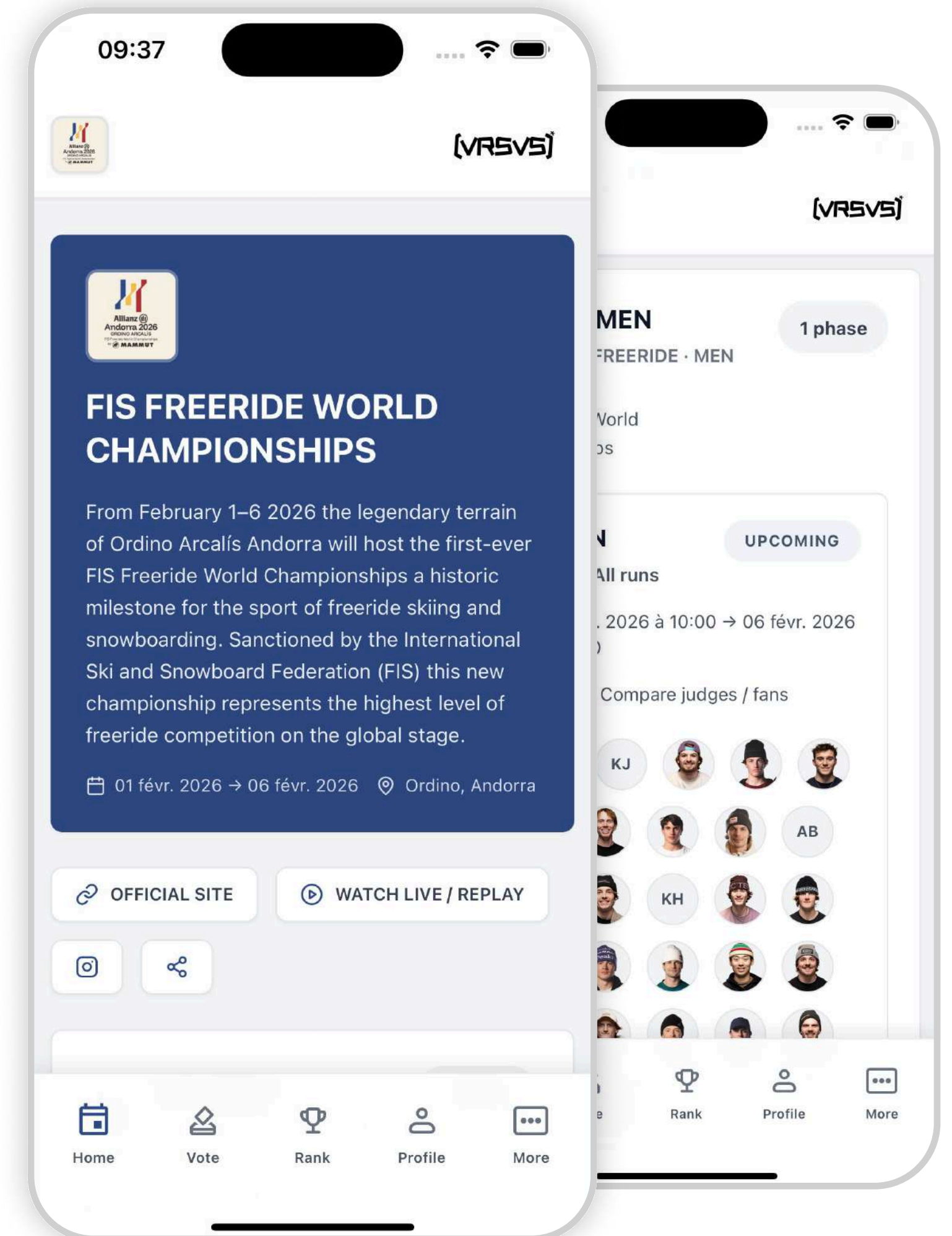
All detailed data and comprehensive analyses are available in the appendix.



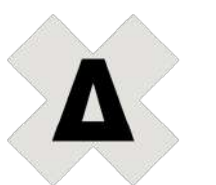
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* Fan Judging Platform for Action Sports



ACTIONSPORTECH

CONTEXT & CHALLENGES

ENGAGING FANS LIVE, BEYOND JUST VIEWING

CONTEXT :

- FIS Freeride World Championships
- Live freeride/outdoor event, long duration, subject to weather conditions
- Engaged audience, but difficult to measure accurately in real time

CHALLENGE FWT :

- Qualify fan engagement during the live broadcast of the FIS World Championships.
- Measure more than just passive watch time.
- Enrich the experience without impacting the competition or judging.

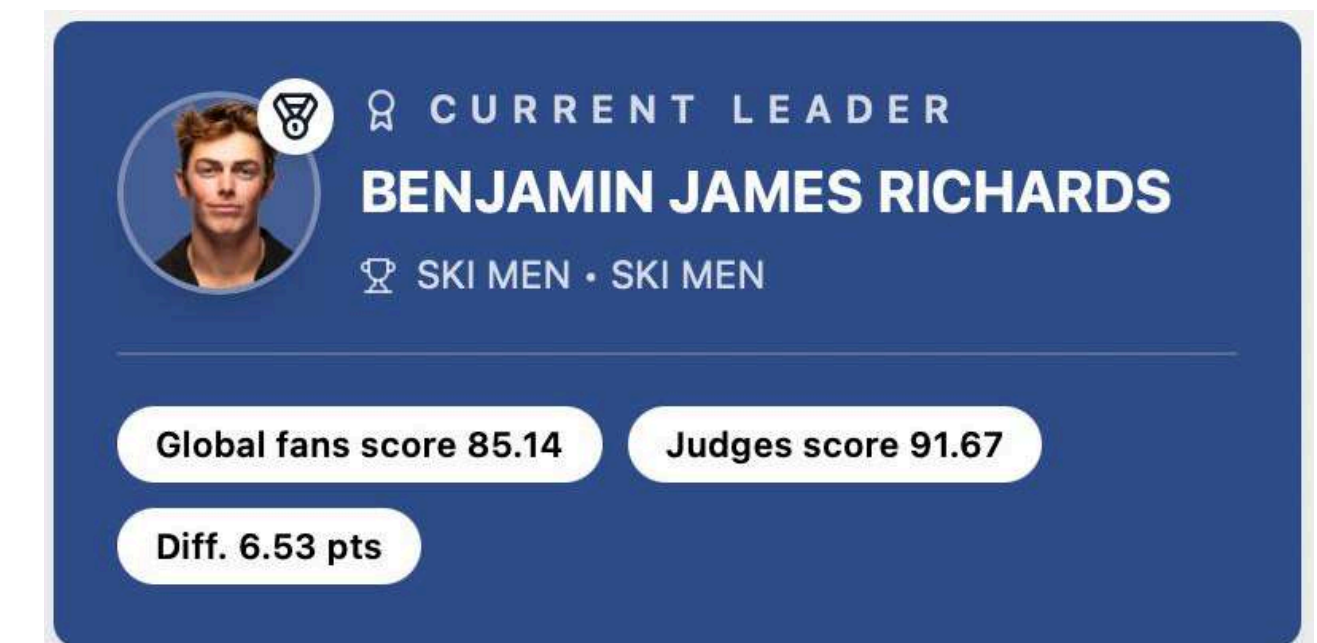
TEST ANGLE:

TESTING A MEASURE OF ACTIVE, ACTION-BASED ATTENTION.



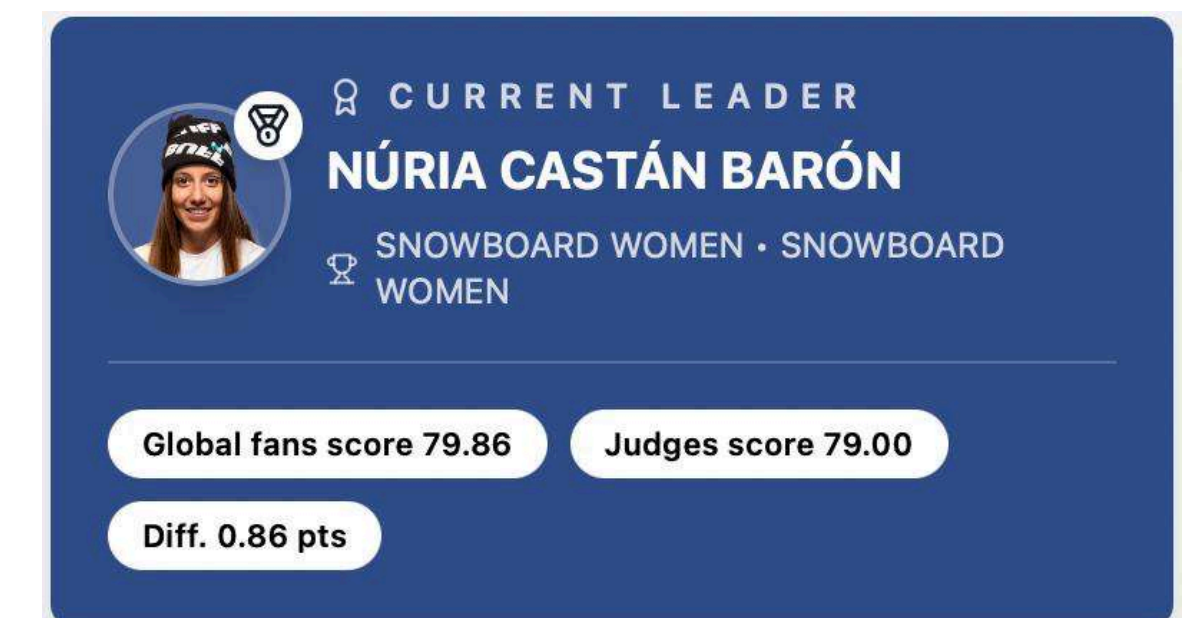
UI card for Liam Rivera, Snowboard Men. It features a profile picture, a 'CURRENT LEADER' badge, and a trophy icon. The card displays the following statistics: Global fans score 74.77, Judges score 84.33, and a difference of 9.56 pts.

Category	Score
Global fans score	74.77
Judges score	84.33
Diff.	9.56 pts



UI card for Benjamin James Richards, Ski Men. It features a profile picture, a 'CURRENT LEADER' badge, and a trophy icon. The card displays the following statistics: Global fans score 85.14, Judges score 91.67, and a difference of 6.53 pts.

Category	Score
Global fans score	85.14
Judges score	91.67
Diff.	6.53 pts

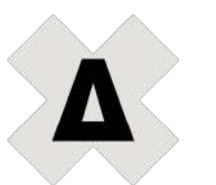


UI card for Núria Castán Barón, Snowboard Women. It features a profile picture, a 'CURRENT LEADER' badge, and a trophy icon. The card displays the following statistics: Global fans score 79.86, Judges score 79.00, and a difference of 0.86 pts.

Category	Score
Global fans score	79.86
Judges score	79.00
Diff.	0.86 pts



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THE TESTED SOLUTION

[VRSVS]*: REAL-TIME FAN SCORING, AS A SECOND SCREEN

DEVICE:

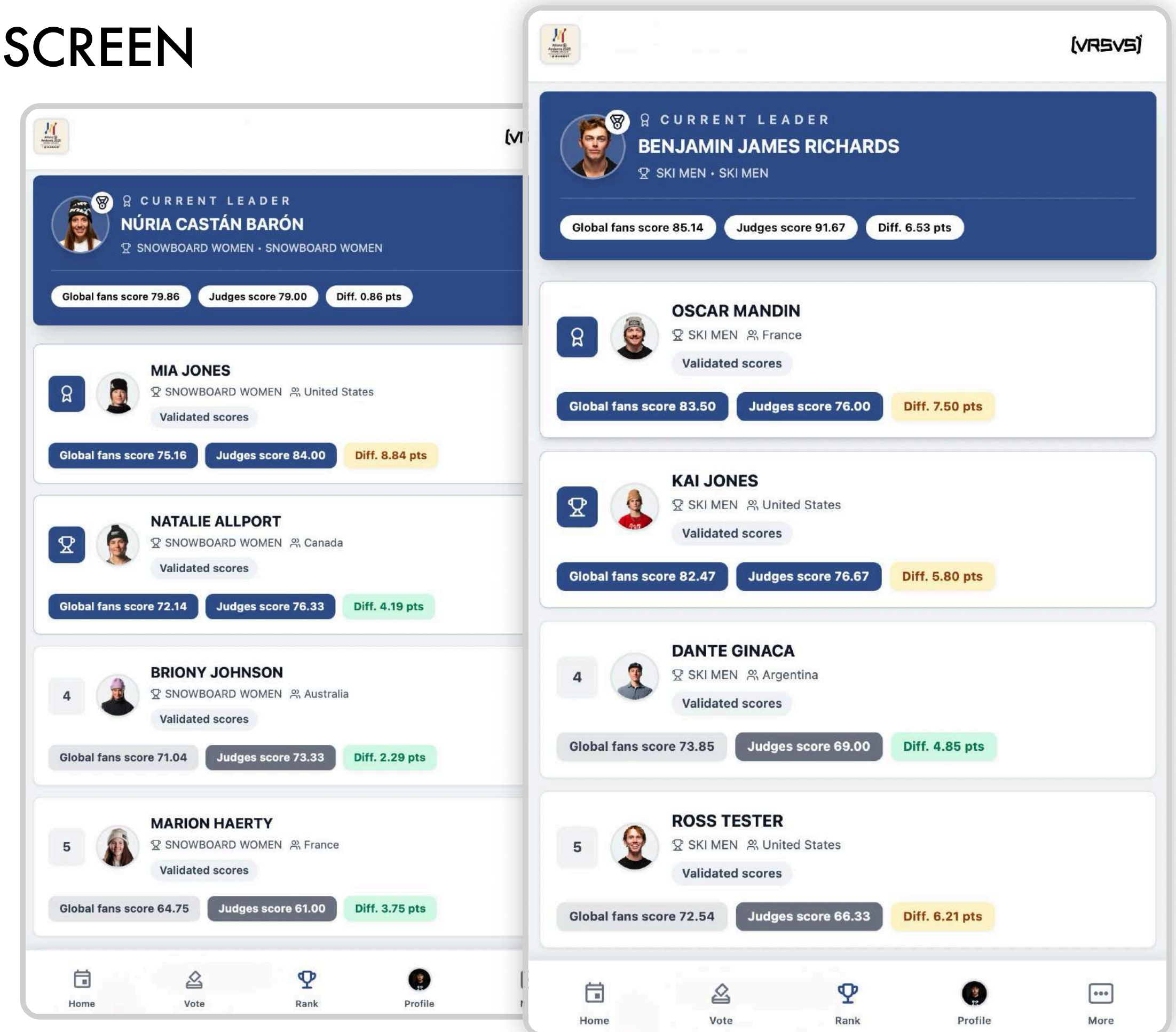
- Voluntary fan scoring, alongside the official live scoring
- Scoring based on simple and understandable criteria
- Post-event comparison with the judges' official scores

ACCESS & USE:

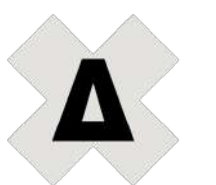
- Mobile & desktop
- No complicated registration required

KEY PRINCIPLE:

- No impact on the competition
- No replacement of the official judgment



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SCOPE & DATA VOLUME

A TEST CONDUCTED UNDER REAL-WORLD CONDITIONS, AT COMPETITION LEVEL

SCOPE COVERED:

4

Phases / disciplines

63

Riders scored

100 %

Actionable data

The screenshot shows the VRSVS admin interface for the FIS Freeride World Championships (FWT) on 03/02/2026. The interface is in French and includes a navigation menu, a main content area with sections for event configuration, and a reporting dashboard at the bottom.

Logo de l'événement
Gérez le logo spécifique à cet événement. Si aucun logo n'est défini, le logo du client sera utilisé par défaut.

Informations événement

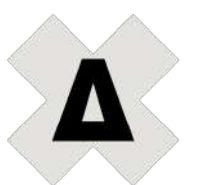
Statut	Lieu	Date de début	Date de fin
Archivé	Ordino, Andorra	03/02/2026	03/02/2026

Reporting & Analytics

Vue d'ensemble	Résultats	Scores Juges	Votes Fans	Fans Inscrits	Classements	Export
Compétitions 4	Phases 4	Riders 63	Juges 1	Fenêtres de vote 63		



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ADOPTION & COMMITMENT

REAL ENGAGEMENT FUNNEL

KEY DATA:

+80

Registered for the test

54

Actual participants (≥ 1 vote)

53

Engaged users (> 1 vote)

RATE:

67,5 %

Registrants take action

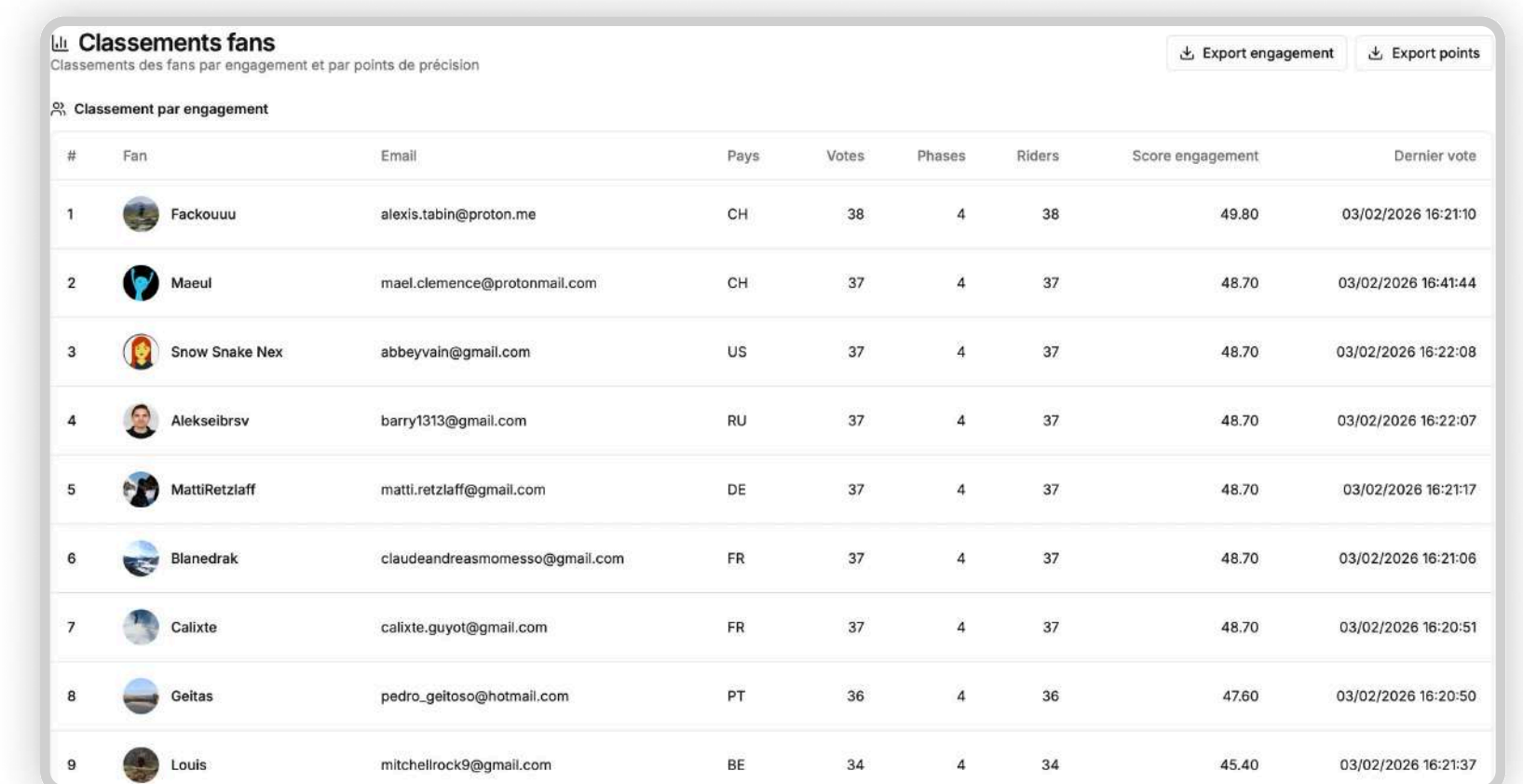
66 %

Genuine commitment among registrants

98 %

Engagement after the first interaction

ONCE A FAN STARTS, THEY MAKE A LONG-TERM COMMITMENT.



#	Fan	Email	Pays	Votes	Phases	Riders	Score engagement	Dernier vote
1	Fackouuu	alexis.tabin@proton.me	CH	38	4	38	49.80	03/02/2026 16:21:10
2	Mæul	mael.clemence@protonmail.com	CH	37	4	37	48.70	03/02/2026 16:41:44
3	Snow Snake Nex	abbeyvain@gmail.com	US	37	4	37	48.70	03/02/2026 16:22:08
4	Alekseibrsv	barry1313@gmail.com	RU	37	4	37	48.70	03/02/2026 16:22:07
5	MattiRetzlaff	matti.retzlaff@gmail.com	DE	37	4	37	48.70	03/02/2026 16:21:17
6	Blanedrak	claudeandreasnomesso@gmail.com	FR	37	4	37	48.70	03/02/2026 16:21:06
7	Calixte	calixte.guyot@gmail.com	FR	37	4	37	48.70	03/02/2026 16:20:51
8	Geitas	pedro.geitoso@hotmail.com	PT	36	4	36	47.60	03/02/2026 16:20:50
9	Louis	mitchellrock9@gmail.com	BE	34	4	34	45.40	03/02/2026 16:21:37



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TIME SPENT PRESENT & ATTENTIVE

ACTIVE ATTENTION, MEASURED BY ACTION

METHODOLOGY:

- Active presence = last interaction – first interaction
- Based on actual vote timestamps
- Measures cognitive attention, not passive viewing time

ACTIVITY MAINTAINED DESPITE:

- Weather reports
- Breaks
- Schedule changes

DEEP AND RESILIENT COMMITMENT THROUGHOUT THE DURATION OF THE EVENT.

KEY FIGURES:

2H32

Median active presence per engaged fan

2H09

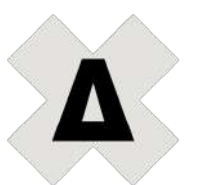
Moderately active presence

+ 3H40

Active presence, measured between the first and last interaction of the same user.



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PRÉSENCE VS PERCEPTION

HOW ATTENTION SPAN INFLUENCES PERFORMANCE READING

INSIGHTS:

- The longer the presence, the more stable the perception becomes
- The differences between fans and judges are contextual, not random

Discipline	Median presence	Fan/judge gap
Ski Women	Approx: 39 min	Approx: 5 pts
Snowboard Men	Approx: 38 min	Approx: 6 pts
Ski Men	Approx: 30 min	Approx: 6 pts
Snowboard Women	Approx: 10 min	Approx: 6,5 pts

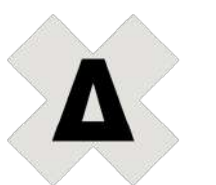
THEY REFLECT:

- Le temps d'exposition
- La lisibilité de la phase
- La répétition des runs

EXPOSURE TIME
PHASE READABILITY
REPETITION OF RUNS



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VALUE FOR THE FWT

WHAT THE TEST ACTUALLY SHOWS

DATA:

- Reliable measurement of active attention
- Natural segmentation of fan profiles
- Detailed analysis by discipline and phase

EXPERIENCE:

- Strong sense of participation
- Commitment maintained despite uncertainty
- Very positive feedback

STRATEGY:

- New fan engagement lever
- Educational tool focused on judgment
- Measurable editorial and marketing potential

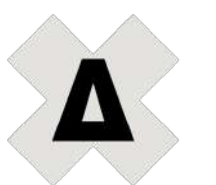
The results of this initial test pave the way for a gradual and controlled ramp-up.

Extending [VRSVS]* to other stages and disciplines will enrich the interpretation of fan engagement, refine comparisons, and enable observation of changes in perception over the course of the season.

By deepening insights into engagement, active attendance time, continuity of participation, and dynamics by discipline, [VRSVS]* becomes a tool for understanding live audiences over the long term.



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CONCLUSION

[VRSVS]* DOESN'T JUST MEASURE WHAT FANS ARE WATCHING.

[VRSVS]* MEASURES HOW THEY UNDERSTAND AND EXPERIENCE THE PERFORMANCE, IN REAL TIME.

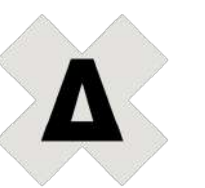


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