

# Changing the Game – Manchester United Partners with TeamViewer, Scoring an All-Around Remote Support Provider

One of the world's most popular and iconic sports teams, Manchester United builds a fully integrated partnership with TeamViewer to enhance operations and fan experiences from the football pitch to the TV screen.

## Initial Situation

In 2021, Manchester United and TeamViewer embarked on their five-year partnership to harness the power of the club's unrivalled community of 1.1 billion fans and followers around the world. Through the integration of TeamViewer solutions into the club's everyday processes, TeamViewer is showcasing the unique capabilities of its technology to transform the way the world works and interacts – putting digitalization in action. This includes bringing Manchester United fans even closer to the team they love through real-time match photos and entertainment experiences, such as the Theatre of Dreams in China and transforming MUTV's backend operations with 24/7 remote support.

## Business Challenge

Manchester United needed remote access and remote support capabilities for a range of functions across the club to help enhance both back-end operations and the fan experience to address ongoing challenges, including:

- **Maintaining 24/7 broadcasting** across MUTV's three global channels and mitigating downtime with an unmanned support desk at night.
- **Keeping up with demand and competition for real-time content.** Digital media outlets and social streams require the best possible football content as the action is happening, and Manchester United's media team needed to continue upping its game.
- **Managing business processes** during travel restrictions and office closures imposed by the global pandemic.



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Sean Jefferson, Director of Partnerships  
Manchester United

## TeamViewer Solution

As Sean Jefferson, Director of Partnerships at Manchester United, states, "TeamViewer is used in multiple scenarios for remotely accessing devices in the Manchester United ecosystem, for remote IT support, operation maintenance of MUTV, for the setup and calibration of the Theatre of Dreams in China, and by our matchday media teams. We constantly use TeamViewer for a range of scenarios, and because we benefit greatly from it, we are continuously looking into new application scenarios."



Source: Manchester United

## Results

### ⌚ Significant time and cost savings

Replaced on-site support with remote support for international projects, such as Manchester United's Theatre of Dreams in China. Teams based in China and the United States saved around five hours per week while increasing work efficiency by approximately 30 percent.

### ⌚ Enhanced fan experiences through real-time content

Manchester United's media team reduced its time to upload match photos from five minutes to under one minute through photo editors using TeamViewer remote access functions. This also ensured on-pitch photographers never missed a moment of action.

### ⌚ Uncompromised IT support for a seamless streaming experience

TeamViewer remote support enabled MUTV to mitigate downtime and address issues at record speed. TeamViewer acts as a critical resource for the IT support team during unmanned hours in the control room. This ensured a 24/7 streaming experience without compromising on broadcast quality.

## Remote Support for MUTV

TeamViewer's remote support has been an integral asset to Manchester United's three UK, International, and Asia MUTV channels. Broadcasting content 24/7, MUTV has relied on remote support for maintaining a seamless and reliable operation, no matter the hour. The IT support team relies on TeamViewer to speed up response times and manage technical incidents, such as quality control issues across on-premises servers, 24/7.

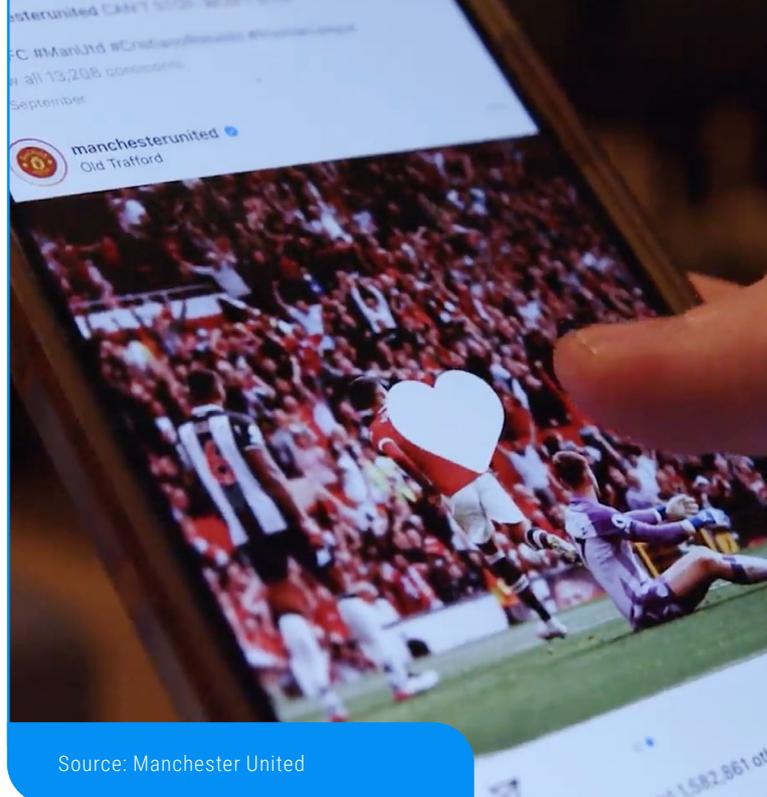
Using remote support not only helps MUTV maintain its channels, it has also been a business-critical tool for the content production team during the pandemic. Unable to access the MUTV archive and the high-performance video editing computers in the office, the team used TeamViewer remote access to connect to these resources at home. This meant broadcast production was able to continue unaffected by the pandemic, since MUTV producers were able to create, maintain, and edit content in real time from their remote locations.

## Remote Access for Photographers

Manchester United also uses TeamViewer remote access to “beam” photos from the pitch to fans in record time. During a match, the media team has up to four photographers pitch-side taking thousands of photos. Prior to using TeamViewer, a runner or photographer had to upload these photos to a laptop and send them back to the media team’s HQ to be edited, cropped, and tagged. These images would then be uploaded to the media team’s CMS, and Getty Images, so Manchester United fans and the media could access and consume the photos. For a single image, this entire process used to take around five minutes. In some instances, this caused photographers to miss match highlights, including goals, while uploading photos to their laptops.

By using TeamViewer remote access, this process has been reduced to under one minute, enabling Manchester United’s photographers to spend less time uploading and more time concentrating on capturing the action. Back at HQ, Manchester United’s photo editors now use TeamViewer to remotely access their photographers’ pitchside laptops. This means editors can detect incoming photos and pull them from the laptop without disturbing the photographer. By essentially taking out a step for the photographer, TeamViewer remote access has sped up to this photo process, enabling them to send images to fans in about 30 seconds in some cases.

Club photographer Ash Donelon explains the importance of capturing real-time action: “It used to be just newspapers for print the day after, but now the demand is real-time social streams. Digital media outlets need the photos instantly, so we must always try to improve our speed. TeamViewer has helped us take our game to the next level this season. Pictures go viral in real time now and are seen by millions globally in minutes.”



Source: Manchester United

## Smooth Implementation of International Projects

Manchester United has also used TeamViewer Tensor to set up its indoor experience centre, Theatre of Dreams, for fans in Beijing, China. During construction and due to COVID-19 travel restrictions, project partner Harves Entertainment utilized TeamViewer’s remote capabilities to access 50 computers, PCDs, tablets, and simulators with stable and smooth connections. Unable to operate on-site, the US-based Harves Entertainment technology team needed to access 70 servers to install software, read and write data, and commission equipment to keep the project on track.

“We have chosen TeamViewer because it offers data security and system reliability as two key features. TeamViewer guarantees security of all data connections and transmissions between facilities. Since we need to work with the US team over a long period of time, it is imperative that the remote connection stays smooth and stable. With TeamViewer, we can remotely access the server for software commissioning and deployment. It provided the solution to our biggest challenge, which was completing the project without the US team’s presence on-site,” explains the CTO of Harves Entertainment.

Conducting the Theatre of Dreams project remotely also has time and cost savings benefits for Manchester United. It meant it was no longer needed to send someone for on-site support, as many issues could be addressed remotely. This saved travel time for the US and local teams alike – five hours per week – increasing work efficiency by approximately 30 percent.

TeamViewer established a bridge of smooth communication and efficient implementation for the Theatre of Dreams project during turbulent times. Following such a successful project, Manchester United and Harves Entertainment are both looking forward to further collaboration with TeamViewer in future projects.



Source: Manchester United

## About Manchester United

Manchester United (NYSE: MANU) is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 143-year football heritage, we have won 66 trophies, enabling us to develop what we believe is one of the world's leading sports and entertainment brands with a global community of 1.1 billion fans and followers. Our large, passionate, and highly engaged fan base provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, broadcasting, and matchday initiatives which in turn directly fund our ability to continuously reinvest in the club.

## About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

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