

EHF
CASE STUDY

How EHF Became the Digital Home for Handball Fans

The European Handball Federation (EHF) governs the world's most prestigious handball competitions, including the EHF Champions League and the EHF EURO.

With a mission to make handball the most attractive indoor team sport this decade, the EHF looked to deepen fan engagement by integrating WSC Sports' In-App Experiences during the Men's EHF EURO 2026.

By bringing real-time, short-form video experiences directly into its website, mobile app, and streaming platform, EHFTV, the EHF created more interesting content for fans and new opportunities for them to watch more of their favorite players and teams.

KEY RESULTS

77%
peak CTR on nominee-based content

52%
increase in video views on EHFTV during EHF EURO 2026

50%
avg.completion rate for all Stories and Moments in EHF app

28%
CTR on Stories in the EHF app



The Challenge

During major tournaments, the EHF was generating a constant stream of high-value moments, but it couldn't keep fans locked-in on its own platforms. It lacked the tools to deliver that content in a frictionless, real-time and easily consumable way across its owned channels.

Fans could access live matches and post-game highlights, but there was no centralized destination for real-time highlights, tournament updates, behind-the-scenes content, or post-match reactions. As a result, engagement between key moments was limited; and fans often turned to external platforms for short-form content, creating a gap in the owned experience.

The EHF needed a solution that could fill this gap at scale, across multiple platforms simultaneously, without adding significant manual production overhead.

> **Integrating WSC Sports' In-App Experiences significantly amplified our fan experience across the EHF's digital platforms during the EHF EURO 2026. Its next-level content offering enabled everyone to follow European handball and its stars even closer, no matter where they were watching from.**

Thomas Schöneich,, Director of Media & Communications, EHF



The Solution

Building on seven years of collaboration with WSC Sports, the EHF integrated In-App Experiences into its app (EHF) and OTT platform (EHFTV.com). The solution creates destinations on owned platforms designed to keep fans both engaged and coming back for more. Stories and Moments (WSC Sports' vertical swiping format, similar to reels and shorts), can be automated directly into key touchpoints including mobile widgets, landing pages, competition pages, and match pages.

Using AI-powered automation, real-time match content was instantly turned into vertical, story-driven formats, allowing fans to follow the action as it unfolded. Content was dynamically matched to the specific game or national team each user was viewing, ensuring maximum contextual relevance.

This created a continuous content layer that combined real-time highlights and compilations, behind-the-scenes and post-match footage, and interactive elements like polls and gamified storytelling — all delivered within a unified, multi-platform experience designed to scale.

The impact went beyond engagement metrics. In-App Experiences proved to be a powerful funnel tool — pushing fans deeper into the EHF ecosystem and driving meaningful traffic to EHFTV, gamification offerings, and even the EHF podcast.

> **Overall, the Men's EHF EURO 2026 was a big digital success. We saw an increase of 52% in digital reach, while views on EHTV increased 16%. Additionally, we grew by 171K followers during the tournament.**

Thomas Schöneich,, Director of Media & Communications, EHF



Takeaways

01



OWNED PLATFORM CAN DELIVER ENGAGEMENT AT A SOCIAL MEDIA SCALE

With tens of millions of impressions and hundreds of thousands of views, EHF proved that owned channels can act as high-impact media platforms – with content curated for the right formats and destinations.

02



STORIES DRIVE ACTION, NOT JUST ATTENTION

Stories generated a 28% CTR leading to EHFTV, making them a powerful conversion mechanism; not just pure entertainment. The tap-through design creates a natural path from content to deeper engagement.

03



PARTICIPATION DRIVES PERFORMANCE

Nominee-based and gamified content significantly outperformed traditional highlights. When fans are given a role in the experience, engagement shifts from passive viewing to active participation.


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