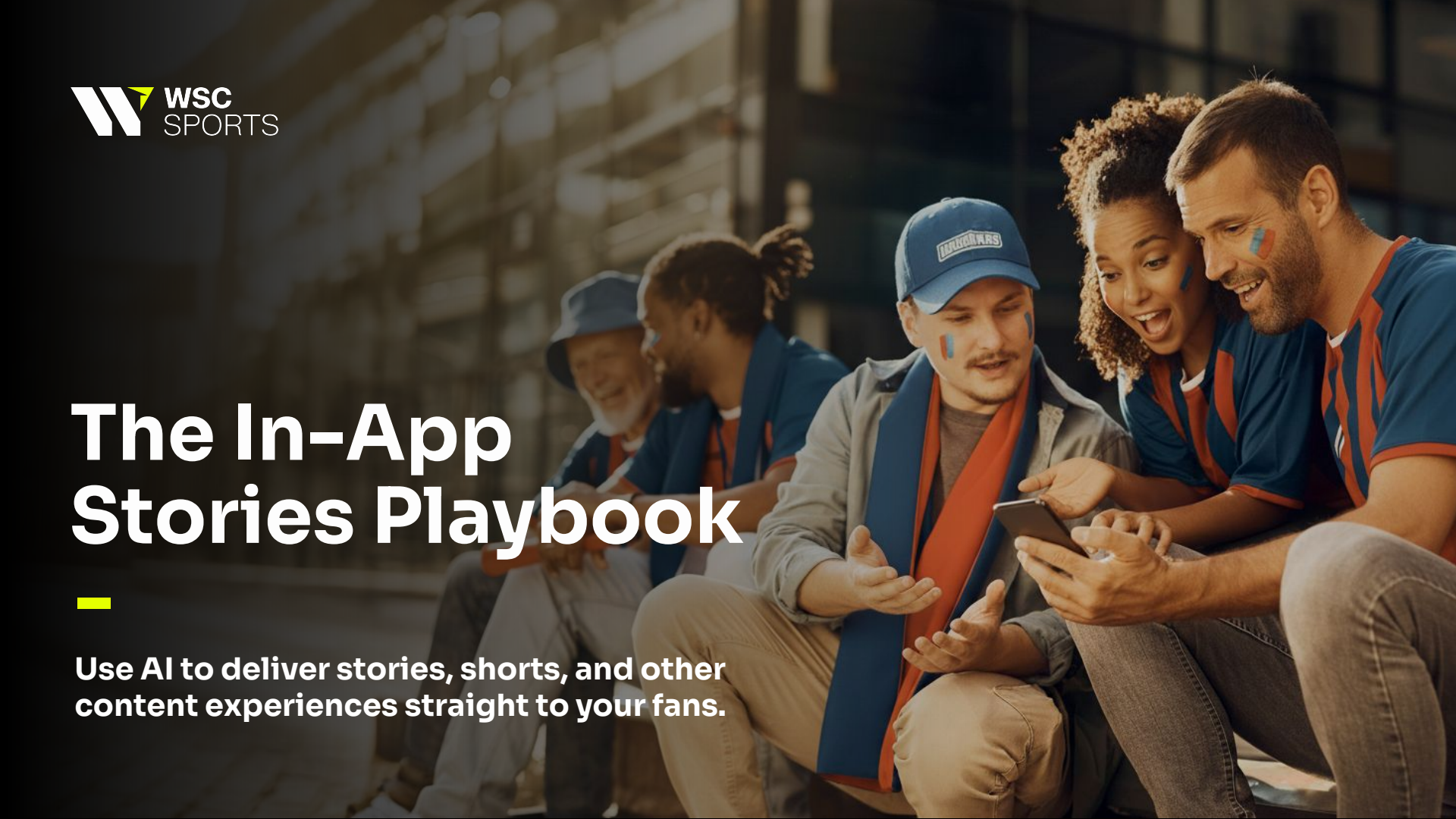
WSC SPORTS

The In-App Stories Playbook

Use AI to deliver stories, shorts, and other content experiences straight to your fans.



Chapters

Intro:
A New Era of Sports Apps

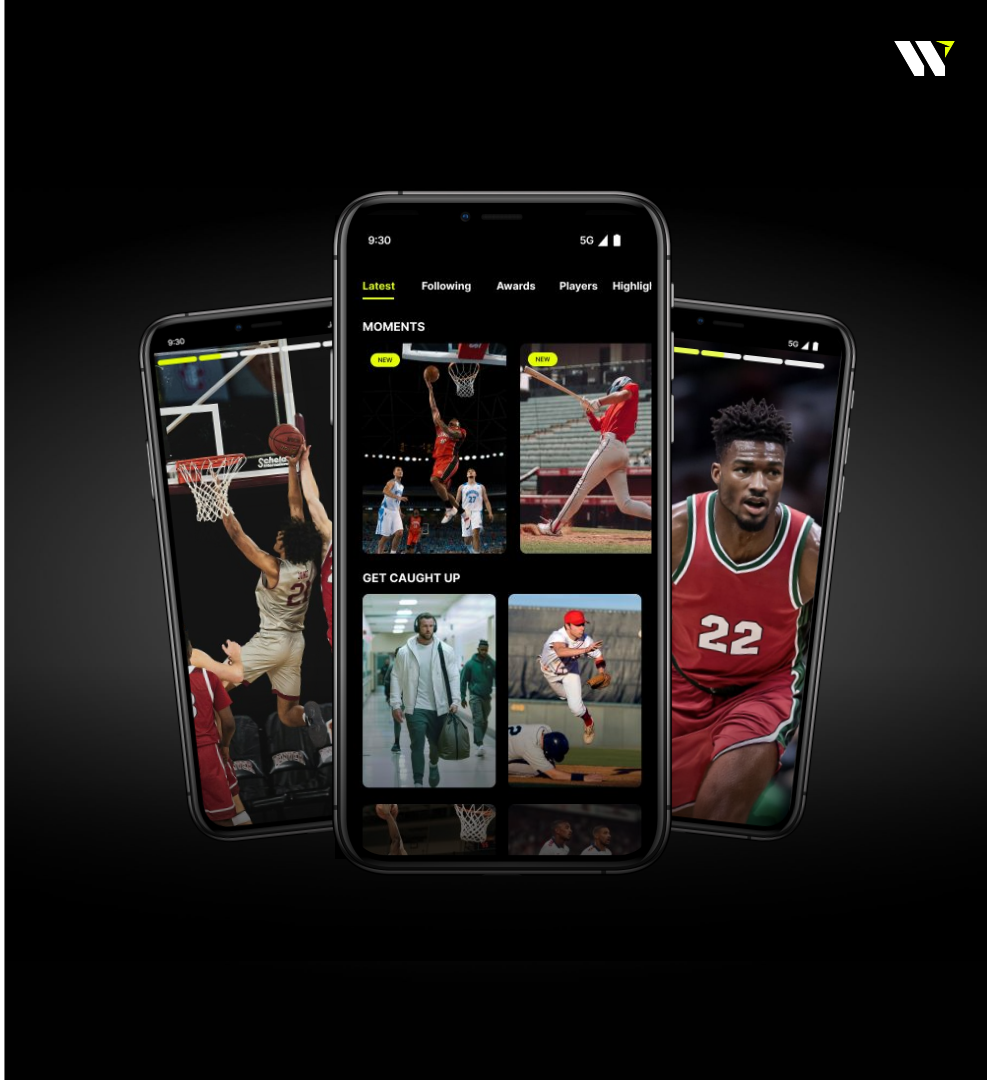
Executive Summary
Key takeaways for readers

Chapter 1:
From Information Hubs to Entertainment Destinations

Chapter 2:
Personalization and the Power of Knowing Your Fans

Chapter 3:
In-House Marketing: Turning Engagement into Opportunity

Actionable Insights:
What Comes Next



Intro: The New Era of Sports Apps

Direct-to-consumer offerings like mobile apps for sports teams, leagues, and broadcasters are entering their next phase. A decade ago, these apps were built mainly for **utility**, like mobile ticketing, schedules, arena maps, and scores. More practical tools, designed to help fans navigate game day than anything else.

But times have changed. Fans now expect their team's app to feel alive, l**ike a digital extension of the organization itself**. Over the past few years, rights holders began layering in content, but the experience still felt off.

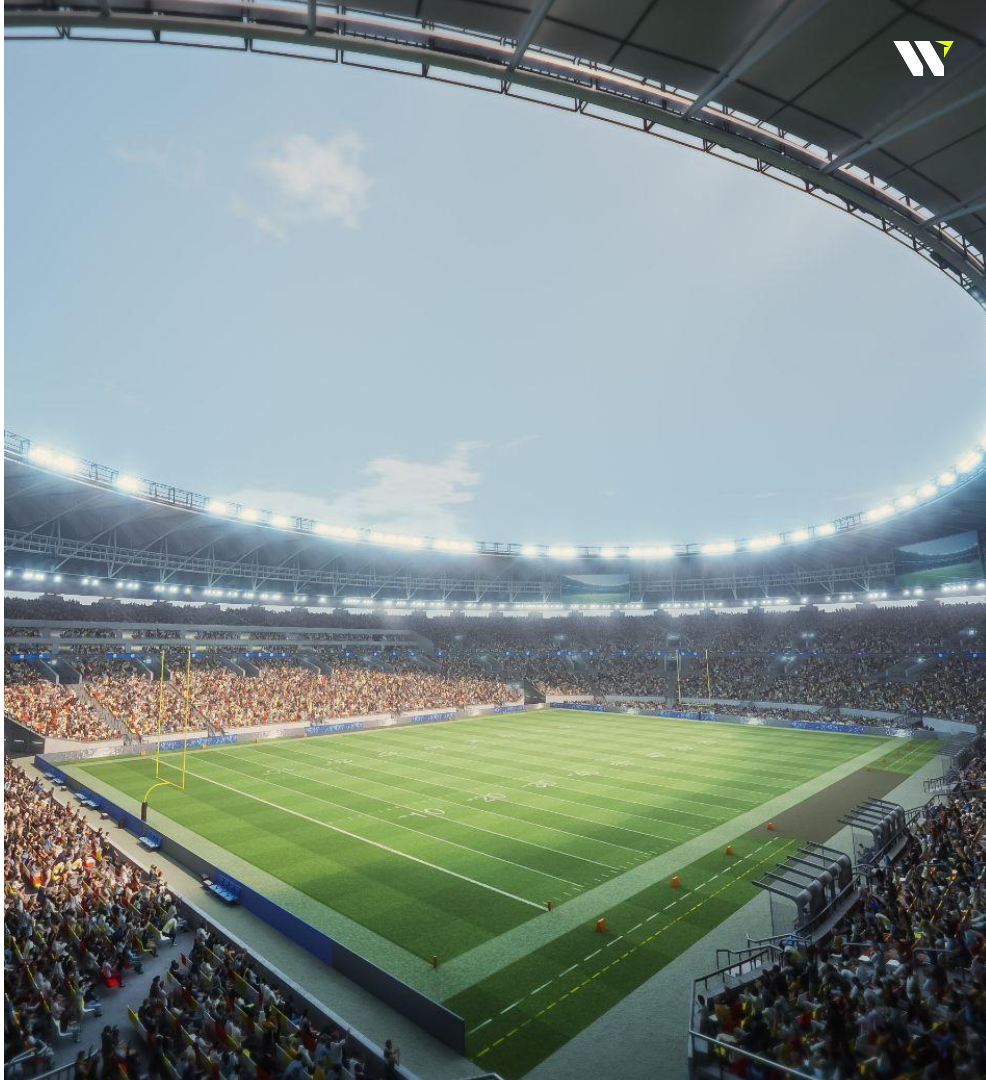
Now, rights holders are reimagining their apps as true homes for their fans: where content lives and evolves daily, *not just on game day*. That means going all-in on video, and delivering the kind of story-driven experiences fans have grown to expect from social platforms.

Several of our clients adopted In-App Stories to transform their apps, so we wanted to dig into their results to give you real-world, innovative ideas about how to use content.

A short, preview of the numbers:

- NASCAR increased total content consumption 40%
- LALIGA upped their app sessions by 70%
- The 76ers created more than 65 ads integrated into stories

This Playbook aims to help rights holders make the move to the next evolution of sports mobile apps. With the help of AI-powered stories, shorts, and other vertical videos, organizations can deliver the kind of content that keeps fans connected, and always craving more.



Executive Summary

- **Sports apps are evolving fast:**
  What started as utility tools for tickets and scores are now becoming full-fledged entertainment hubs built around content and connection.

- **Video is the new foundation:**
  Fans expect stories and other vertical videos that deliver highlights, updates, and moments in real-time, just like the platforms they already love.

- **Personalization drives loyalty:**
  Tailoring stories by team, player, or language creates repeat visits, longer dwell time, and a stronger emotional link between fans and your brand.

- **Automation fuels creativity:**
  AI-powered workflows make it possible to deliver endless real-time stories while freeing creative teams to focus on narrative and voice.

- **Owned channels are the future:**
  Social delivers reach, but your app is where engagement becomes insight. And insight becomes long-term value.



01

From Information Hubs to Entertainment Destinations

The biggest shift between yesterday's apps and today's is purpose. Old apps were built for quick information like checking a score, finding a seat, or pulling up stats. The new generation of apps is built for entertainment; designed to keep fans watching, scrolling, and engaging long after the final whistle.

Fans increasingly prefer to consume information via tappable stories, and scrolling through shorts and reels. The table's set for sports organizations to provide those same experiences. Fans want videos to be short, vertical, and interactive. Imagine a feed filled with clips, stories, and snackable highlights that feel as dynamic as social media, but live entirely within your ecosystem.

Interactivity turns that content into something more.

Embed polls, quizzes, and trivia inside stories. Unlock exclusive behind-the-scenes content for registered users. Offer loyalty rewards for engagement milestones. These types of touchpoints give fans a reason to stay longer — and give you more insights into what they love.

The payoff? Better data. More tailored content. A stronger, more personal fan experience that rivals any social platform.

Spotlight on: NASCAR

NASCAR built a richer app experience by integrating multiple camera angles, including in-car footage, directly into their SDK — which they integrated with their app. On race days, fans open the app and find a live page populated with a feed filled with information and video highlights.



The results speak for themselves:

- **Content consumption increased by 40%**
- **App dwell time grew 2.7×**

An example of how app content can transform fan behavior; all powered by automated, real-time stories delivered within NASCAR's own ecosystem.

Read the full NASCAR case study

> **If something just happened on the track, we wanted fans to see a replay of it immediately, and WSC lets us do just that. We've also fine-tuned the NASCAR App user experience by delivering content to fans exactly where and when they want to see it.**

NASCAR **Ryan Yow**
Director of Product

02

Personalization and the Power of Knowing Your Fans

Algorithms shape nearly every digital experience we have, from what songs we hear to what clips we watch next. Fans expect the same level of personalization from their favorite team, league, or broadcaster's app that they get on TikTok, YouTube, Spotify, or Netflix.

One study of more than 20,000 sports fans from 12 countries, revealed that they prefer their favorite sports organizations to use AI to deliver highlights and clips.

65% of fans say:

"AI's personalization capabilities will improve their digital sports experience." -IBM's *2025 Sports Survey*

Delivering content that feels tailored for an individual is what separates an app fans open maybe once a week from one they check every day. Practically speaking, that means letting them choose what kind of stories they want most: favorite players, types of plays, recaps, behind-the-scenes content, or something else.

Behind the scenes, AI does the heavy lifting, automatically serving up the right content at the right time.

Localization takes it a step further, surfacing stories in a fan's language, time zone, and even cultural context. When done right, personalization makes your app feel alive, dynamic, and relevant.

The situation: a win-win. Fans get the familiar experience they know and love from social. You get access to data you can use to make your app the go-to destination for your fans.

Spotlight on: LALIGA

LALIGA transformed their mobile experience by offering universal access to its content. They introduced personalization by using WSC Sports' SDK, including a "For You" page featuring a personalized feed of clips, dynamically customized for each fan. They also layered in a GenAI-powered experience that created unique content moments inside the app.

The results:

- **70% increase in app sessions**
- **Feeding 42 teams with real-time content during games**

LALIGA's approach shows how smart personalization can turn casual users into committed fans by making your app feel as engaging as the most popular social media platforms. And how a major content operation can run smoothly with AI behind it.

Watch the full LALIGA case study

> **We're using WSC Sports' In-App Stories, vertical content videos that resonate with Gen Z, and also personalized content to create a "For You" feed for our fans.**

LALIGA **Alfredo Bermejo**
Director, Digital Strategy

03

In-House Marketing: From Engagement to Opportunity

The more time fans spend inside your app, the more value you can deliver; both to them and to your business. In-app video isn't just about engagement; it's also one of the most powerful marketing surfaces you own.

When displayed as stories, marketing messages can appear natively within the fan experience. Those can include vertical video ads that align with your brand's look and feel. Or graphics to highlight ticket offers, merchandise drops, or sponsor activations — all without disrupting the viewing flow.

Want more push notification signups?

Deep-link directly from a push notification or even a story moment to app settings, or any other location in your app. Want to boost tune-in? Use pregame stories or selective in-game highlights to drive fans to your live broadcast.

The best part is that in your own ecosystem, every tap, swipe, share, and purchase is information you can use to improve your offerings. Learn more about your fans by inserting quizzes or polls directly into stories. It's fun for the fans, but most importantly, you keep the data and learn more about what they like, what they don't like, and generally, what they're interested in. And that's a smart way to tailor future offers for them.

When fans start to see content that resonates and they engage with it, you move from just broadcasting your message to building a real community.

Spotlight: Philadelphia 76ers

The 76ers leaned into in-app video to align content with marketing goals. Over 65 ads were embedded inside stories that were geared toward ticket sales, sponsorship activations, and sweepstakes, all woven naturally into the video experience.

The result? A new, frictionless touchpoint that boosted both fan engagement and revenue potential. As the team develops new backend segments, they're automating personalized content delivery to key audiences — ensuring every story reaches the right fan at the right moment.

> **WSC Sports' In-App Stories were a valuable capability by adding a UI familiarity and effectiveness for our fans!**
>
> **It gave us an opportunity to share our 76ers highlights on and off the court through the season, which resulted in strong growth and engagement.**

Hermann Apostol
Sr. Director, Digital Product, Philadelphia 76ers

What's Next?
Four Actionable Insights

Personalized highlights. Multi-format workflows. Content that feeds fans daily, not just on game day. These aren't nice-to-haves, they're all a must. And the organizations who act today are the ones who will own the fan relationship tomorrow.

Here's what to do next:

01. Build an Architecture That Prioritizes Vertical Video

Start by defining what stories belong inside your app and when fans should see them — pregame, postgame, or midweek. Plan story formats like you'd plan programming.

02. Automate for Speed and Scale

Leverage tools like WSC Sports' In-App Stories to turn live video into read-to-publish stories within minutes. This Keeps your app alive and fans coming back for more.

03. Personalize to Deepen Engagement

Segment audiences by behavior, team, or player affinity, and serve content that reflects their preferences. Fans who see what they love stay longer; and like and share more.

04. Turn Engagement Into Opportunity

Use your in-app video experience as a marketing surface. Insert native 9×16 activations to promote tickets, sponsors, and merchandise — without breaking immersion.

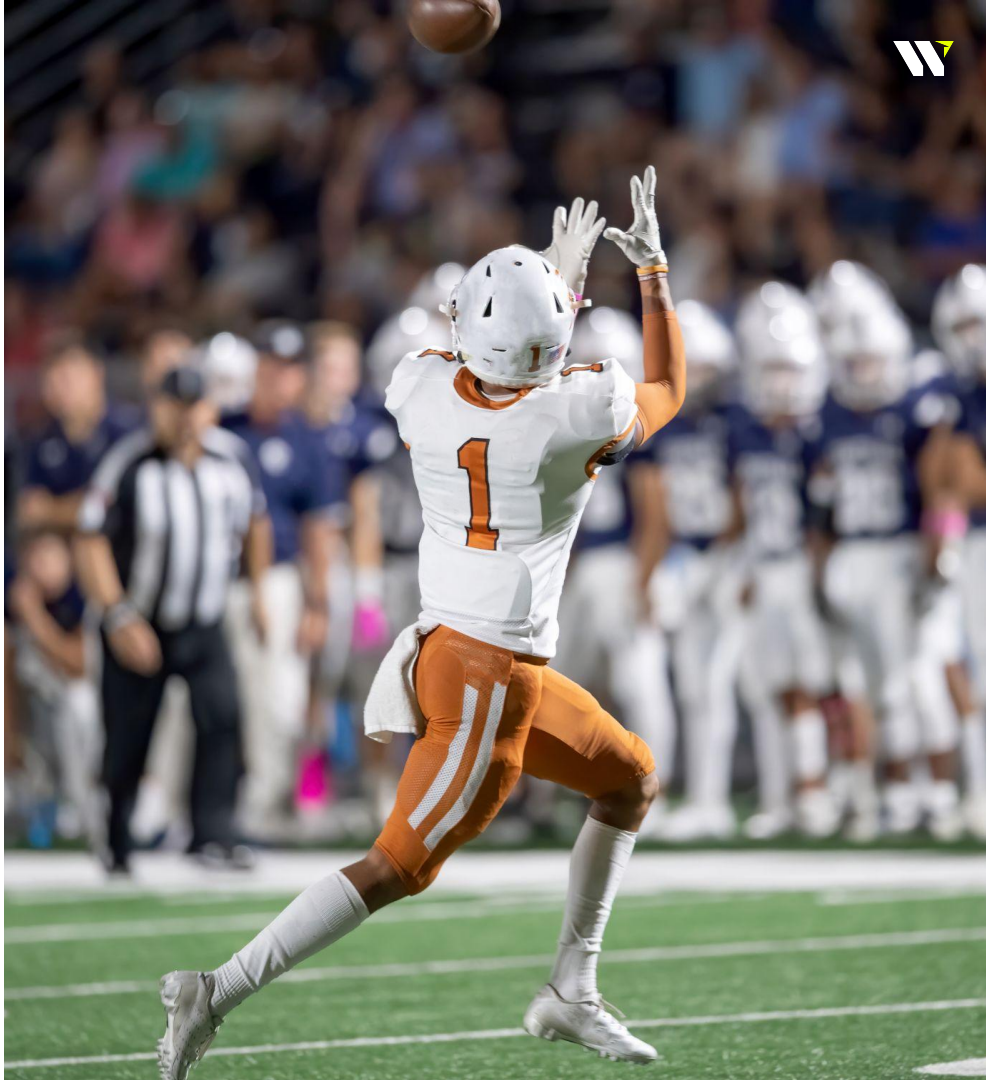
In-App Stories by WSC Sports powers all of this helping you scale personalized, highlights and other content directly inside your app, automatically, and at speed.



About WSC Sports

WSC Sports, the pioneer in AI-powered sports content technology, empowers the NBA, ESPN, YouTubeTV, LALIGA, and 550 other sports organizations to connect with their fans through AI-tailored sports content experiences.

Our platform automates the creation, management and distribution of content, enabling rights holders to expand reach, grow fan bases, and unlock revenue opportunities across platforms.




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