Telenor x Norwegian Alpine Ski Team

Customer case study

The challenge

When Norwegian alpine skiing moved behind Viaplay's paywall, TV viewership dropped sharply. Measurable sponsorship value collapsed overnight. Telenor and the Norwegian Ski Federation's Alpine team were left without a solid basis for future negotiations.

The existing measurement approach only captured TV exposure. The full picture of where sponsorship value was actually being created was invisible.

What Foocus did

Foocus ran a 3-month pilot (October to December 2025) measuring Telenor's sponsorship value across all channels simultaneously:

- **TV and streaming** across Viaplay, TV2, and NRK, including studio segments and sports news
- **Press** coverage in Norwegian media, both online and print, behind and in front of paywalls
- **Social media** on the Alpine team's own channels (Facebook, Instagram) plus athlete accounts
- **Earned media** from third-party accounts: Audi, FIS Alpine, Mikaela Shiffrin, Eurosport, and hundreds of others sharing and tagging Alpine team content with Telenor exposure

Two Telenor logo variants were tracked. Individual athletes were connected to the platform, linking their personal social accounts to the measurement.

The results

Channel	Sponsorship value (NOK)
TV and streaming	4.4M
Press (online and print)	1.2M
Social media (own + earned)	4.5M
Total (Foocus model)	**10.1M**
Total (adjusted for comparable press model)	**18.1M**
Existing provider benchmark (same period)	*13M*

KEY FINDINGS

Social media delivered as much value as TV. In the pilot period, earned social exposure matched TV exposure in value. Content shared by other accounts (Audi, FIS Alpine, Mikaela Shiffrin) generated significant Telenor visibility to a global audience.

Athlete accounts are a multiplier. 606 posts across athlete accounts generated 23 million views and NOK 2.6M in measured exposure value. A single post where Timon Haugan was tagged by the Olympics Instagram account drove outsized Telenor exposure.

The value was there, just hidden. Despite the TV viewership decline, total documented sponsorship value increased when all channels were measured together. The narrative shifted from “value is falling” to “value is shifting channels.”

More value, not just different numbers. An existing measurement provider captured NOK 13M in the same period. Foocus measured NOK 18.1M when using a comparable press methodology. The difference is earned social media: shares, tags, and mentions across third-party accounts that traditional providers do not track.

EARNED MEDIA EXAMPLE

An Audi post featuring Alpine team content with Telenor logo exposure generated 9,500 likes, 53 comments, and NOK 478K in exposure value, reaching a global audience on Audi’s platforms.

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The outcome

The pilot gave both Telenor and the Alpine team an objective, data-driven basis for negotiations. Instead of arguing over declining TV numbers, both parties could see the full cross-channel picture.

Result: The Norwegian Ski Federation signed an annual recurring Foocus licence (NOK 168K/year) to make this measurement continuous across all their sponsorship partners.

Why this matters for investors

This case demonstrates three things:

1. **Earned media is the blind spot.** Traditional measurement captured NOK 13M. Foocus found an additional NOK 4.5M in earned social media value that was invisible: third-party shares, athlete tags, and content ripple effects across accounts like Audi, FIS, and Shiffrin.
2. **The product sells itself.** The pilot converted directly into a paid recurring licence.
3. **Cross-channel is the unlock.** No competitor measured TV, press, social, and earned athlete exposure in one system during this pilot period.

Pilot conducted October to December 2025. Data from the Foocus platform. Contact: Glenn Myklebust, CEO, glenn@foocus.ai

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