

# SportsPro

## BT's EE Brand Boosts Premier League Mobile Viewing With 5G Platform Upgrade

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**BT has announced a host of 5G-powered upgrades for its BT Sport Ultimate app users on the UK telecommunications giant's EE mobile network.**

The updated BT Sport app features a new Match Day Experience platform, which offers enhanced augmented reality (AR) viewing options, [the previously announced Watch Together feature](#), interactive elements and multi-camera viewing options.

Announced days after the new 5G-enabled iPhone 12 handset, BT Sport's updates are optimised for Apple's latest device, with full Android functionality to come at a later date.

The full set of features will be available via the iOS platform on 24th October for BT Sport's live Premier League match between Manchester City and West Ham United. Selected features will also be available for additional BT Sport programming including the Uefa Champions League, Uefa Europa League, the FA Cup and Premiership Rugby, with availability expanding throughout the season.

The newest feature for BT Sport app mobile users is Manager Mode, which offers the choice of adding real-time AR on-field graphics as part of the match coverage. Those include stats, such as a mini-map tracking the positions of all players for a tactical viewpoint, plus player names, player speeds and tracers marking the path of shots.

The Match Day Live feature also draws on AR to offer users team line-ups, formations and in-game stats.

Another addition is Stadium Experience (illustrated above), again an AR element, which offers exclusive behind the scenes experiences of top soccer clubs and stadia. Depending on the club and stadium, these include areas such as dressing rooms, dugouts, trophy rooms and tunnel areas.

The platform also houses the previously announced Watch Together social viewing option, with the option to add large screen access by pairing the device with Apple TV.

BT has also upgraded its 360 digital viewing option for those on a 5G network, with enhanced picture quality, different camera angles or viewpoints, as well a 'pinch and zoom' functionality that enables users to home in on their desired areas of interest. BT says the next generation network will eliminate buffering for digital users.

Dolby Atmos, a feature of BT Sport's linear broadcast coverage, will be launching later this season on the mobile platform for select events.