



# DIGITAL FANDOM

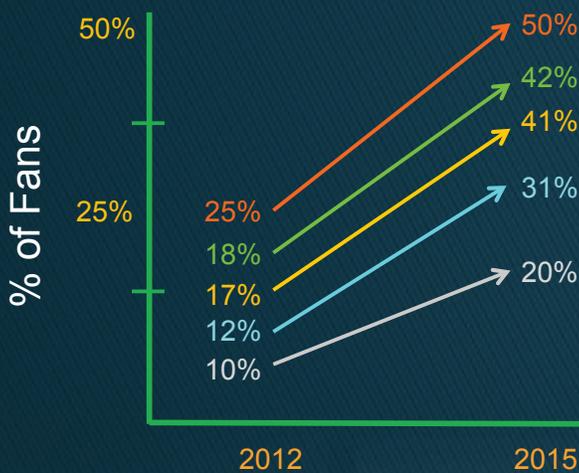
ARE YOU READY?

The world is changing at record speed. Technology has fundamentally altered the way we work, the way we interact, and the way we experience life. Digital innovations are shaping new fan experiences around the world – experiences that keep pace with rising fan expectations and provide relevant new ways for sports and entertainment providers and partners to intelligently engage fans.

## Fan insights highlight new opportunities and greater expectations

Innovation begins with insight and observation. We conducted follow up research to our original 2012 study to document how fan expectations and behaviors have evolved with the availability of new technologies and increased connectivity. The more than 1,700 fans from Australia, New Zealand, the United States and the U.K. who participated in our survey validated that they want more technology, not less, and they want to do more with it.

## Digital demand has more than doubled in the last 3 years



- share stadium experience via social information on the venue
- get details on players/teams
- view pre/post game content
- get game commentary



Where will we be in 2018?....

Years



## Connectivity creates new opportunities across the fan journey

Nearly every fan brings their mobile device to events, and wants more than basic connectivity. Three quarters of fans expect connectivity to improve their event day experiences, in areas such as: finding and paying for parking, purchasing seat upgrades, finding their seats, ordering food and beverages, locating the shortest lines, and getting up-to-the-minute traffic updates. Creating more convenient, engaging and personalized event day experiences improves customer satisfaction, and ultimately, can significantly contribute to the bottom line.



30%

Identify and pay  
for available  
parking spots



39%

Faster check  
in with digital  
tickets



42%

Information on  
the venue/event



38%

Order food/drinks  
for pick-up/in seat  
delivery



28%

Traffic and  
public transport  
information

## Rich content creates new levels of engagement

Attending a live event involves much more than just watching the game from a seat. Fans want to be immersed in the excitement, activity and all the action of the day through a mix of traditional and digital experiences in and out of their seat.

No matter where fans happen to be in a venue, there is no question that HD displays help to keep them engaged in the action. In fact, over 50% of fans are more willing to leave their seats if they can view all of the action on displays in the concourses, concession areas, premium clubs and more.

Fans expect more. Half of all fans surveyed want to control what they see on their mobile device, including unique camera angles. Over 60% want to be able select replay to complement the live action. The bottom line? Relevant event content is king and paramount to delivering a unique and fully engaging experience, whether delivered to connected or mobile displays.

These digital platforms also provide new advertising and sponsorship avenues to monetize. Targeted messaging, relevant promotions and unique brand activations make the venue come to life like never before. In fact, more than 70% of fans are willing to receive ads and promotions on their mobile device when engaged with relevant event content and services. This provides an opportunity to increase levels of brand engagement for you and your partners.

## More Personalized

Understanding fan data and behavior is a focal point for creating personalized experiences going forward. Connecting a fan's ticket purchase, social interactions, purchases in-venue, and app usage for example, will provide deeper insights to customize future promotions. For example, almost 40% of respondents would like to receive in-venue seat upgrade opportunities and recommendations.

Understanding consumers and tailoring a customized experience based on fan preferences has the potential to completely change the way sports teams approach customer service as well. The more a fan feels personally cared for, heard and appreciated, the more invested the fan will be in the product - in turn driving revenue and return on investment for teams, venues and their partners.



## Creating value for fans and growth opportunities for you

Not only are fans asking for more technology savvy experiences, a majority of fans expressed a willingness to pay more for tickets to venues that deliver these new digital experiences. Clearly, providing a more immersive and interactive fan experience can become a significant differentiator for your venue.



48%

HD Displays and  
Dynamic Signage



62%

Mobile Video &  
Stats



57%

Event Services,  
Ticketing & Promotions



58%

Social & Interactive  
Fan Services

It can also enhance the power of positive word-of-mouth marketing. No less than sixty-nine percent of fans interviewed said they would recommend digitally enhanced venues to a friend. With social media at their fingertips, these opinions can now be shared with millions of other fans instantaneously.

## Turning your digital strategy into reality

Past, present and future, we have been at the forefront of creating a more connected world. A world where technology transitions can be embraced to improve engagement, capture new insights and drive business growth. Connectivity and content-rich experiences are the starting point for sports and entertainment properties. Convenience and personalization is the next horizon for delivering a superior fan experience. Cisco is dedicated to helping you make the future happen now.

# YOUR FANS ARE READY. WE'RE READY. ARE YOU?



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