

How can sports teams up their fan engagement game?

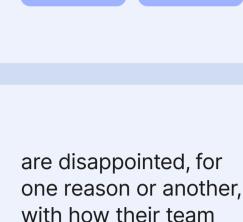


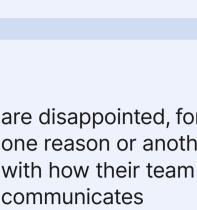






haven't been asked their opinion for at least two seasons



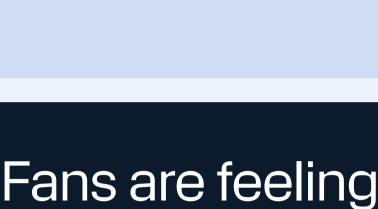




feel let down

relevant content from their team

by a lack of



overstretched

Their top frustrations

2. Tickets are

too expensive and

hard to get

6 out of 10

say they've been priced out of the game



fan engagement

needs to evolve, now that

sport is 'always on'

1. I need a sub-

scription to watch

my team on TV





higher-touch relationship

7 out of 10 say

they need to be

involved in the stuff that

happens *between* games

3. Merchandise

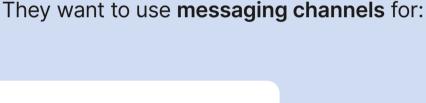
(e.g. the team kit)

is too expensive



Fans want direct, two-way

communications

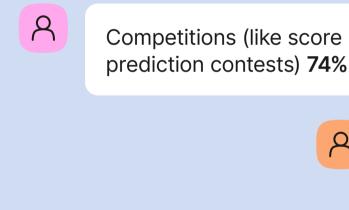


Real-time updates about

key moments 78%

Putting team-related

questions to a chatbot 52%



Fans want content that creates

Access to exclusive content 78%

Voting or feeding back on team decisions 66%

7 out of 10

say regular access to players and

behind-the-scenes

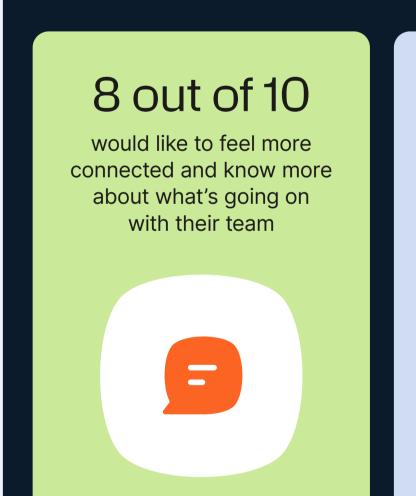
content would help

would like to

join a digital fan

community





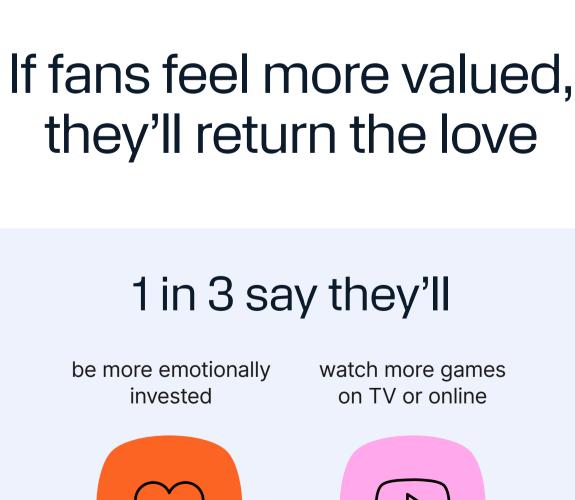
feel inspired

by personal player stories

want more

in-depth or technical

content



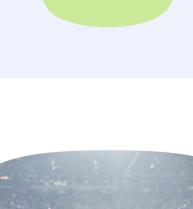
buy more

merchandise

1 in 3 say they'll watch more games on TV or online

be more open to

paid subscriptions



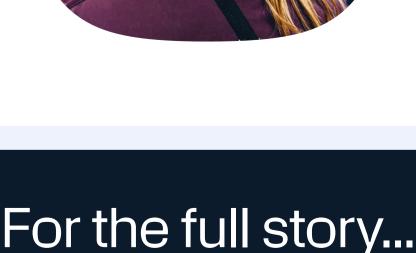
attend more

games

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1 in 4 say they'll





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