Fans are keen to try advanced-technology experiences outside the venue.

Demand for smart devices and services for sports consumption has increased substantially.

Fans prefer to consume sports outside the venue as technology continues to enhance their viewing experience.

Fan satisfaction from tech-enabled outside-venue viewing experiences is greater than that for the in-venue experience.

Fan satisfaction from tech-enabled outside-venue viewing experiences, in-venue vs. outside venue.

Technology is increasingly driving sports consumption outside the venue.

WHY SPORTS TECH IS A GAME-CHANGER

A whole new ball game

Technology has fundamentally changed sports training and performance.

Unlocking the potential of technologies in sports.

Fans are open to trying a variety of immersive and wearable technologies, as well as new advanced tech phenomena such as purchasing digital collectibles and the metaverse.

Fans favor teams and organizations that offer a good tech-enabled experience.

Technology has wide applications in training, injury prevention, and performance management.

Technology has increasingly driving sports consumption outside the venue.

Fans are keen to try advanced-technology experiences.

Fan preference of platforms for consuming sports content.

Device                              Q4 2019       2023
Smart TVs, laptops, desktops, iPads, etc. 62% 40%
Smartphone screen 81% 74% 70%
Traditional TV 60% 50% 45%

Top technology fan experiences.

Access high-speed Wi-Fi to share updates on social media at the venue
Overlay images of favorite player/team using social media filters (on Instagram/Snapchat, etc.)
Voice/chat assistants for game previews, player insights, and behind-the-scenes action
Order food and beverages online and get them delivered to the seat at the venue
Obtain traffic information/best route to reach venue and back
Experience previous games in 3D through apps
360-degree video replays on smartphones
Regular game/player information on the smartphone while watching the game live

Technology has fundamentally changed sports training and performance.

Fans are more likely to recommend sports that use technology to enhance their experience.

Good viewing experiences lead to increased spend on technology.

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