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 because technology continues to enhance their viewing experience

Satisfaction with the overall experience enabled by technology has fallen to a low in various sports teams, especially for younger fans.

Fans will prefer to consume sports outside the venue/enjoy sports outside the venue/at home as technology continues to enhance their viewing experience

WHY SPORTS TECH IS A GAME CHANGER

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

Good viewing experiences lead to increased spend on technology

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

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

Authors are keen to try advanced-technology experiences

Authors often use technology to get regular game updates and to catch up

Service providers are essential to enable fans to access high-speed Wi-Fi to share updates on social media at the venue

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Top technology fan experiences, 2023

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