

HOW ANALYTICS AND BIG DATA ARE IMPACTING THE EVOLUTION OF THE FAN EXPERIENCE

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MIT Sloan Sports Analytics Conference 2013

EVOLUTION



THREE COMPELLING QUESTIONS

Is Fan Data Consumption the Next Frontier in Segmentation?

How Has the Second Screen Changed Fan Expectations?

As More Consumers Become More Adept in the Secondary Ticket Market, How Will Teams Adjust?

FAN DATA CONSUMPTION

Basis for Segmentation

Location Based



THE SECOND SCREEN

In Venue

At Home

What's Next?



TICKET MARKET

Recent Examples



Customers Are Learning & Adjusting

Teams' Next Moves?



SPORTS BUSINESS EVOLUTION

Scalability

Digital

Evolution

Changing Fans

Customization

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