



EYES, EARS AND SEATS: FAN ENGAGEMENT IN THE 21ST CENTURY

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Today's Fan

- The 24/7 Fan
 - Constant access to content through multiple channels and devices
- Not strictly seasonal
 - Interested in out-of-season content
- Shorter attention spans
 - Millennials and Gen X fans continue to be harder to capture
- Demanding more engaging, immersive experiences
 - The “insider’s” view

Why Fan Engagement is Important

- Retain current fans as well as attract new
- Combat declining in-person attendance
 - NFL attendance has been declining for years
 - MLB seeing lowest numbers in the past two years
- Keeping ahead of competitors
 - MLB partnering with gaming company Lucid Sight
 - NFLPA investing in live stream video platform SportsCastr

How Venues are Rising to the Challenge – Non-Tech

- Creating Exclusivity and Inclusivity
 - Enhancing the VIP experience
 - Embracing all fans
- Consistency in Customer Service
 - Delivering a fan experience that is consistent across all venue partners
- Mixed Use Developments
 - Pre- and Post-Game entertainment and shopping

How Venues are Rising to the Challenge – Tech

- Security
 - Monitor massive crowds
 - Alerting security guards of dangerous situations
 - Notify regarding visitors displaying problematic behavior
- Enhancing the In-Stadium Fan Experience
 - New fan offerings and tech to ensure live and multimedia experiences are optimized

How Venues are Rising to the Challenge – Tech

- Parking
 - Interactive apps that provide real time travel and parking information
- Mobile Ticketing
 - Ease of entering the venue
 - Using to identify and enhance the experience for every single attendee
- Retail and Merchandising
 - Cashless payment facilities are becoming the norm

The Latest Innovations in Tech for “Smart” Venues

- Tracking Fans in Smart Sports Stadiums
 - Gravy’s AdmitOne location data processing platform to verify place and event attendance
 - Clients have access to various audiences, including Sports Fanatics



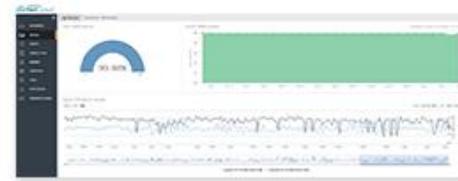
How It Works



Credit: Gravy Analytics

The Latest Innovations in Tech for “Smart” Venues

- Better Bandwidth for Smart Sports Stadiums
 - Working to eliminate risks of web exhaustion from multiple devices fighting for bandwidth



+ **24x7**
SUPPORT



The Latest Innovations in Tech for “Smart” Venues

- Payments at Smart Sports Stadiums
 - Zwipe’s smart card is an integrated security tool and payment processor
 - The world’s first commercially available fingerprint-activated payment card



The Latest Innovations in Tech for “Smart” Venues

- AI to Every Internet of Things (“IoT”) Device
 - At sports stadiums, one of Mythic’s applications could turn battery-powered monitors into lookouts for smart security
- Safety at Smart Sports Stadiums
 - Combined sensor and facial recognition technologies detect explosives, firearms and knives.
 - Has been tested with partnerships at Gillette Stadium
 - https://youtu.be/udnywNxq_50



The Latest Innovations in Tech for “Smart” Venues

- One Video Stream to Rule Them All
 - CrowdOptic takes live video streams from multiple sources – including smartphones, wearable devices, such as smartglasses, drones and fixed cameras – to broadcast a single data stream
 - CrowdOptic AquaEye can do sports analytics by streaming video, audio and biometrics to help coaches enhance athlete performance



The Latest Innovations in Tech for “Smart” Venues

- Replacing Humans with Automation
 - VEO offers cameraman-less recording technology so that any venue, regardless of its size can record, edit and live stream events
 - Currently being used by football clubs across Europe
 - VEO in action: <https://www.grenaaif.dk/veo/>

The logo for VEO, featuring the word "veo" in a bold, white, lowercase sans-serif font against a black rectangular background.

The Future Of Stadium Tech Market Map

Stadium Analytics

Connected Device Analytics

Consumer Behavior Analytics

Crowd Sentiment Analysis

Real-Time Player Insights

Live Event Holograms

Concessions & Payments

Stadium Robots & Drones

Created by You. Powered by

Ticketing, Access, & Security

Stadium Connectivity

Esports Tournaments

Live Betting

Legal Challenges

- Privacy, ownership and the monetization of data
 - While player data captured is legally controlled in a number of ways, fans do not have the same protections
- Intellectual property issues
 - Sports fans can bring claims in state and federal courts after the fact, but as of yet they have no voice in the development of fan engagement initiatives which collect personal data
- Sports betting
 - Heavily technology and data-driven, which brings the need for more monitoring and oversight
 - Players unions have committed to protecting players' privacy and ensure that publicity rights are adequately protected, but what about the fans' rights?

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