

# WHAT MATTERED IN SPORTS-TECH IN 2018 ACCORDING TO THE DATA

## Top Trends in Immersive Media

2018 in Immersive Media was all about the continued push toward OTT. As sports OTT platforms became more established, the race to acquire media rights gained momentum, culminating in the ongoing battle to acquire Regional Sports Networks (RSNs) in the wake of the Disney/Fox merger. OTT providers also understood that video cannot be enough to satisfy digitally savvy sports fans, so companies experimented with new technologies to make their platforms more social and interactive.

Here are some of the companies making waves in Immersive Media in 2018:



01

## Over-The-Top (OTT)

Sports OTT platform ESPN+ launched in 2018, and other platforms like DAZN, FuboTV, and Eleven Sports grew their audiences.

02

## Media Rights Acquisition

With the boom in sports OTT platforms came a subsequent land grab as companies raced to pick up media rights for sports content.

03

## Audience Interaction

OTT platforms are continuously exploring new technologies to make their content more accessible, interactive, and social.



# THE GREAT RSN RACE



## More Choices

The merger of Disney and Fox has led to a mandated fire sale of Fox-owned Regional Sports Networks (RSNs). This has led to a competition to acquire the regional sports networks as media companies, teams, and leagues look to diversify their sports content offerings and continue to move into OTT. Fans expect more choice than ever in their sports content offerings, so the race to acquire local content may prove to be a big win for whoever comes in first.

## Food & Beverage Technology

Concessions technology is evolving to take the pain out of getting food and drink at sporting events.

## Ticketing

Ticketing technologies provide digital access management, fan analytics and remove fraud.

## Connectivity

Fans increasingly engage with the venue via their mobile phone. Connectivity technologies like Wi-Fi, DAS and 5G networks give fans seamless access to the digital world.

01

02

03

## Top Trends in Smart Venue

The biggest question for Smart Venues is how technologies will change the way fans use space and access services. Mobile ordering and digital tickets reconfigure the ways fans queue on the concourse. Connectivity solutions make sure Wi-Fi and DAS networks are available to fans at each corner of the venue. The data from both of these solutions also capture who is in the building, and creating insight into how fans move through the venue itself.



# THE STADIUM SEAT IS SO 2018

A week after LeBron James announced his decision to join the Lakers, the Cleveland Cavaliers announced plans to ax 1,000 seats from Quicken Loans Arena. While ticket sales may decline, this upgrade was planned pre-exit and is part of a broader league trend replacing nose-bleed seating for premium seating or bar options. Overall the NBA is getting smaller—only 5 arenas exceed 20,000 and 4 were built in the 90s. The NFL and MLB have also followed suit.

## BARS, CABANAS AND HOT TUBS REDEFINED THE LIVE EXPERIENCE



# 2019: FAN EXPECTATIONS ARE CHANGING

As we look ahead to 2019, we expect sustained growth in technological innovations as companies compete to meet the changing expectations of sports fans in the digital age. Fans are increasingly open to change, and expect more meaningful choice with how they engage sports. As new technologies are deployed, sports fans will have more choice than ever before, and more ways to engage with the sports they love. This also means there will be more competition than ever, so sports properties will need to stay ahead to meet the rapidly changing demands of their fans.