

FAN EXPERIENCE



YOUR FANS CAN'T DO THIS AT HOME

The growing challenge facing teams and venue operators today is identifying unique ways to differentiate the in-venue experience from the robust options now available to fans at home. As innovation extends boundaries and creates more consumer options, it becomes increasingly difficult to attract and retain fans. STATS' custom 'Fan Experience' solutions allow you to reach fans on a one-to-one level within the venue.

STATS delivers compelling content with engaging technical experiences that your fans can't enjoy at home. STATS helps improve your fan experience through new technologies that provide access to our unique content and a new level of real-time information access on demand. Take your fan experience initiatives to the next level with unique combination of sports content and interactive applications that can be deployed through your venue's digital infrastructure, distributed to suites, or sent right to your fans' mobile devices.



Create a compelling sports experience for your fans. Custom interactive experiences from STATS will:

- ▶ Maximize fan/consumer interaction and dwell time
- ▶ Provides a unique platform for sponsorship opportunities
- ▶ Enroll the usage of social media to promote communication and collaboration across the user base
- ▶ Create diversified experiences which will appeal to numerous consumer types, from intense users to a casual audience

APPLICATION BENEFITS:

For Consumers:

- ▶ Create a compelling and immersive user experience that appeals to a broad consumer audience, from die-hard to casual fans
- ▶ Promote communication and interactivity amongst fans
- ▶ Deliver a “go to” platform for sports information and knowledge
- ▶ Provide “enhanced experience” with dynamic contextual sports coverage that heightens the experience.

For Teams/Venues:

- ▶ Provide a unique platform for increasing the interactivity amongst consumers/brands
- ▶ Capitalize on multiple technologies and platforms more effectively
- ▶ Collect valuable consumer data to leverage via sponsor and ticketing promotions
- ▶ Create a synergy between new technology platforms and the live game

For Sponsors:

- ▶ Provide a unique platform for sponsorship opportunities, marketing activation and consumer outreach
- ▶ Maximize interaction and dwell times with brands
- ▶ Deliver a “go to” platform to reach and activate desirable consumer targets

STATS' Fan Experience is the perfect solution for:

- ▶ Stadium concourse, hospitality suites and atriums
- ▶ Entertainment Lounges/Gathering Areas
- ▶ Information, Concierge and Ticketing Stations
- ▶ Special Meeting Places