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## Digital Fandom Are you Ready?



Digital fans around the world want more than connectivity

73% want more convenience across their game-day journey.







30% Identify and pay for available parking spots



42% Information on



38% Order food/drinks Traffic and public the venue/event for pick-up/in seat delivery



28% transport information

## They value greater levels of engagement.



48%

**HD Displays &** 

Signage



Mobile Video & Stats



**Event Services,** Ticketing & **Promotions** 



Social & Interactive **Fan Services** 

## experiences.

81% demand more immersive



56% want live action and replays via displays

Get information on the venue



want ability to choose camera angles



want replays on mobile devices

42%

18%

Digital demand has DOUBLED over the last three years

## THE DIGITAL SPORTS FAN SEOREBOARD 88:88 50% Share experience via social network 25% 20% 10% Receive game commentary 41% 17% Get detail on players or teams

Turn digital experiences into

the next wave of growth. Your Fans Are Ready.

We're Ready. Are you? Cisco Digital Fan 2.0 Global Survey, 2015



