



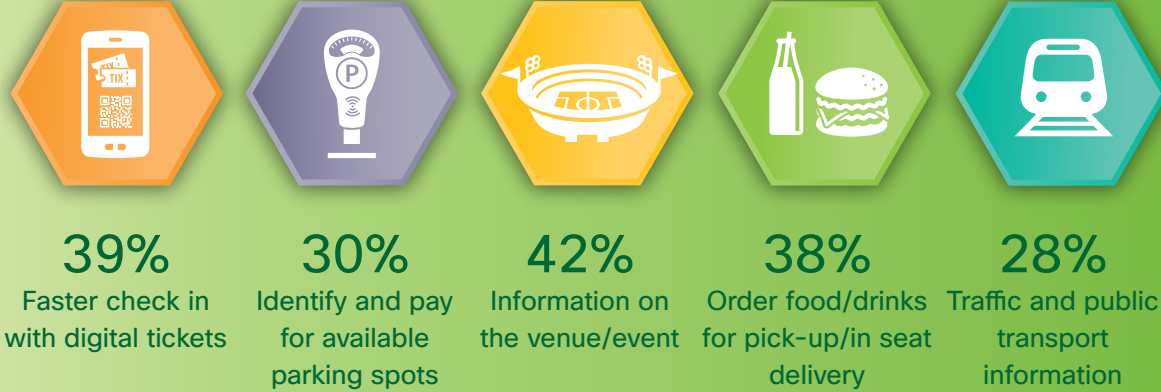
# Digital Fandom

## Are you Ready?



Digital fans around the world want more than connectivity

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



They value greater levels of engagement.



81% demand more immersive experiences.



Digital demand has DOUBLED over the last three years

### THE DIGITAL SPORTS FAN SCOREBOARD

20:12 20:15

▶ Share experience via social network	25%	▶ 50%
▶ Receive game commentary	10%	▶ 20%
▶ Get detail on players or teams	17%	▶ 41%
▶ Get information on the venue	18%	▶ 42%

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



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