LTIMindtree

PoV

Gigs, Games and Gladiators:

Reimagining E2E Fan Experience

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Future, faster. Together.

Strategies and technologies experience leaders at entertainment firms can leverage to engage fans across their engagement journeys.
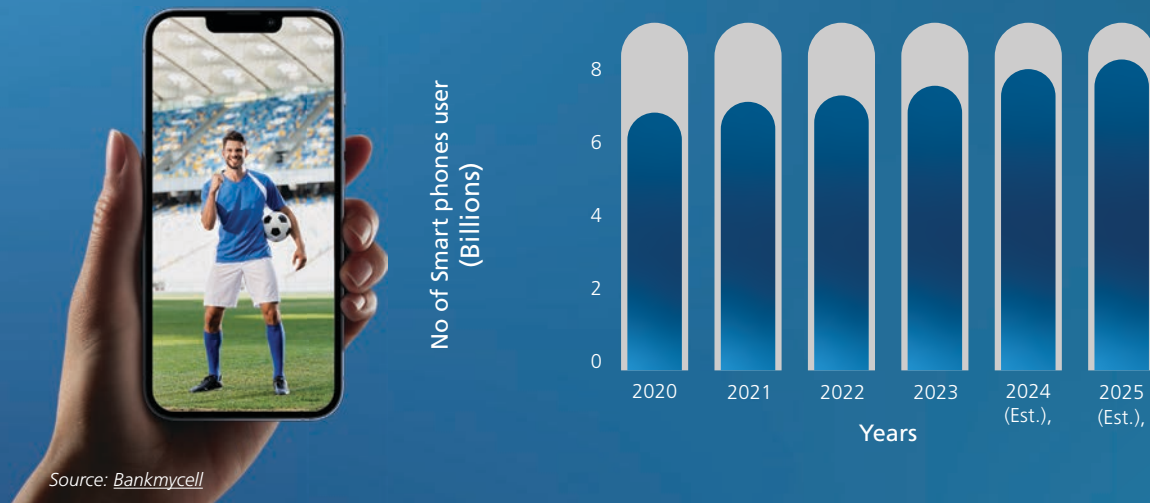
For success of any event whether it be sports, theatre, concerts or any amusement park, engaging with fans play a pivotal role. The term "Fan engagement" is gaining immense popularity in the last decade. However, it is not a new term. The concept of fan engagement has existed since time immemorial. Fan engagement can be traced back to historic times for instance, The "The Roman Colosseum" was built between C.E 70 to 72 . It was the greatest elliptical amphitheatre, a marvellous architecture with a capacity of seating up to 80,000 spectators (at various stages of construction.) This historic place was used for gladiators to fight and for public spectacles. All the events and contests conducted in the Roman Colosseum was mostly for fan entertainment. Since its inception, Colosseum has become the prototype of what a modern-day stadium looks like. In the early 1800s, professional promotion of sports events began, and the first promoters were owners of resorts and transportation facilities. Fan engagement has come a long way from Colosseum to Football World Cup. It provides the audience with end-to-end experience—before, during, and after the game.

Unlike olden days, where less efforts or publicity were required to attract crowd to an event, businesses, in this era spend ample resources to improve fan engagement. As the society evolved and entered the digital era, a new trend of digitization—the worldwide adoption of smartphones complemented by affordable internet prices, is helping businesses take fan engagement to an all-new level. It helps increase the target market with no geographical boundaries.

Fan engagement has consistently changed with the evolution of technology and digitization of our society. Pre-digitization era involved fans to decide on any purchase, experience it and then advocate it but in this digital era, fans can also be provided an accelerated experience apart from pre digitization journey. In the accelerated journey, fans must be treated as customers, who can be targeted via social media, provided personalized offerings, engaged via loyalty & rewards, enthused via specific promotions, and mesmerised via emerging and engaging technologies.

Smart Phone Users Worldwide
(Billions)

No of Smart phones user (Billions)

8

6

4

2

0

2020 | 2021 | 2022 | 2023 | 2024 (Est.), | 2025 (Est.),

Years

Source: Bankmycell

Fan engagement paves the steppingstone that fully measures how any event's success is judged for its success. Businesses are optimizing their fan engagement platforms to cater to the evolving the fan experience landscape. Fan engagement platforms understand the future of fan engagement is constantly evolving with the rise of AI.

Any entertainment, be it sports, theatre, or cinema, is an inspiring, immersive, and emotion-evoking activity; hence, it is rightly termed an experience business. To understand modern fan's needs and expectations, event organizers must always work to provide quality fan engagement solutions.

Fan engagement can be transactional and direct (with the exchange of time, money, and effort) or non-transactional and indirect (that adds value without directly being linked to consumption) and long-term relationships. The emotional connection the fan experiences during the event is the guiding force for success; without it, events and organizations would not exist.

This paper will explain how fan experience journey can be enhanced by going through the journey a fan undertakes, from pre-game planning to game day planning and, at last, post-game.
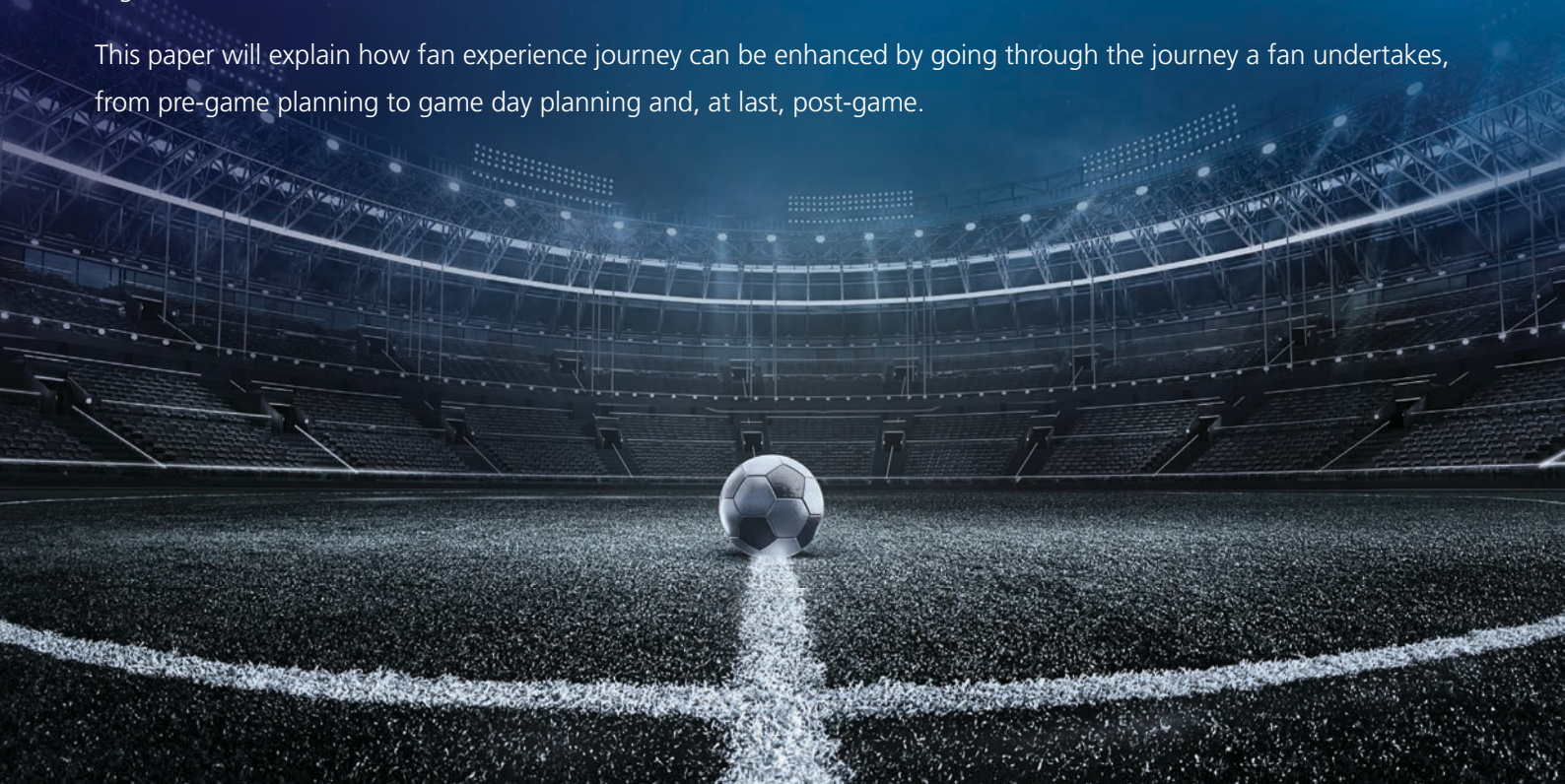
Transforming the Fan Engagement Journey
Pre-event Engagement

Fan journey starts with the inception of an event. To engage with fans, organizers must do the following things:

- Create a blog, Facebook, and Instagram post.
- Create a dedicated event page on the social media website.
- Post continuous teasers to maintain the hype.
- Create a branded exclusive hashtag for engagement.
- Provide a sneak peek of the event, including behind the event, stories and interviews.

The next step is engaging with fans to increase awareness and provide rewards on the go. We can engage the audience by:

- Providing daily & weekly quizzes around events along with leadership boards
- Conducting giveaway contests to pump the event and brand awareness.
- Providing loyalty points by sharing experience on social media
- Triggering exclusive offers when in proximity to event-specific/sponsored stores

Data plays a significant role in fan engagement as it starts way before the match when fans delve into the analysis of their favourite team to gain insights. It revolves around:

- Comparing stats of key players & teams
- Key highlights & news around the event
- News on Injuries
- Transactions & transfers of players & coaches
- Past match in-depth analysis

Last but not least comes ticket booking for any events. Providing unique experiences around ticket booking enhances the user engagement which includes:

- Seat view while booking tickets
- Early bird offers to create the hype
- Group & special discounts

In-Event Fan Engagement

As technology advances, the future of fan engagement looks increasingly immersive, personalised with AR and VR experiences. The event is critical in fuelling the unforgettable energy that lingers long after the event concludes. Here are some ways to enhance the fan experience during the event:

Merchandise Offerings

Fans are the backbone for the success of any event. Using merchandise for engagement makes them feel connected. Various strategies for merch are:

- Offering limited & exclusive items
- Offers on event day at venue
- Design ideation & voting

Getting to the Event

Moving to event location can be facilitated for any fan by providing options to reach the location showcasing:

- Timing and options for public transport to reach the venue
- The shortest route to the event location for own vehicles
- The nearest taxi stands with options

Seamless Entry to Event

Event Success is measured by how operators perform crowd control. To enhance fan experience below mentioned techniques are in demand:

- Crowd monitoring & diversion to avoid entry gate traffic.
- QR code scanning
- Face recognition

AR & GPS Guided Seat Location

Fans are always looking for anything extra when they are headed to the stadium. AR wayfinding happens to provide that futuristic appeal to the user, which can be used to:

- Locate the closest entry point of the stadium.
- Locate a seat from the entry point of the stadium.
- Locate offerings around the stadium in F&B, merchandise, etc.

F&B and Merchandise Ordering at Event

Partners play a crucial role in the success of any event. F&B and Merchandise vendors can make the event more attractive & diverse for upcoming guests. Providing the option to order items at a seat or an event enhances fans' experience multi-fold.

Seat Upgrade Option at Event Venue

What excites a fan more than enhancing the in-stadium experience? When the fan reaches the seat in the beginning of the game, and if the view from the seat is not satisfactory, then an upgrade option with a better view with minimal charges makes his in-stadium experience worth remembering by the end of the game.

Fantasy Game Tips

Gaming has always been a source of recreational activity and a medium of entertainment. Now Fantasy sports are pivoting this enthusiasm for sporting events such as NFL, IPL, E-sports etc. Fans eagerly wait for line-ups to be released then they try to prepare & manage the best team with the knowledge they have gained from historic trends.

Event Viewing Experience Enhancement

Facilitating fans to view the event from various camera angles will take the fan experience to the next level. An immersive experience, whether at home or in a stadium, helps users watch their favourite shot from various angles.

AR Stadium Experience

Cheering for your team with thousands of other fans moves the excitement and energy to an all-time high level. When enthused with AR, this engagement delivers personal engagement, excitement, and a new world of connection. AR offering can be around projecting stats over the field, interactive games, etc.

AR Home Experience

As AR allows every user to interact with the content & display chosen content, it is very interesting at home. The complete experience could focus on player's stats, displaying replays from different angles, purchasing merchandises etc.
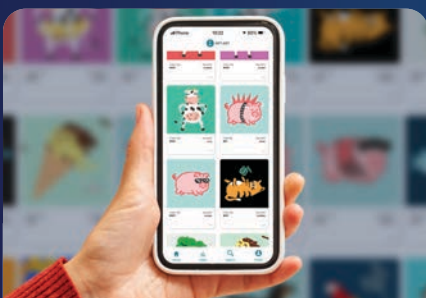
Post-Event Fan Engagement

Fan Merchandise Offers

Merchandising is the only area that can be used to engage with the fan all year round. Special discounts and offers curated for fans will help them have and enjoy their loved goodies in the comfort of their seats.

NFT Collectibles Moments

With the new age technologies coming into play, collecting clips or items with the help of NFT will become more common as it would give fans exclusive rights for that clip or goods.

Post Game Suggestions with Discount

Fan engagement does not end at the end of the game. Suggesting fans visit nearby places such as hotels, bars, merchandise shops ,and restaurants, facilitates them, to enjoy the gameday even more.

Event Cards

Events cards have been there for ages. The older and more unique the card, the more value it returns. Many fans love to have their player's top moments to be captured in the form of cards & collect them.

LTIMindtree Solutions for Exceptional Fan Engagement

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Mobile

Enterprise Mobility Solution to offers cloud-native web and mobile applications centric to Fans.

AI & ML

Refract to operationalize and manage enterprise ML & AI models at scale.

Automation

Intelligent Bot Manager utilizes your bots in the most efficient way by distributing workload across idle bots.

Security

Cyber Defense for Automated and AI/ML-driven Security Orchestration.

Privacy SmartHub to provide flexible & scalable domain-led digital solution.

UX/UI

Customer 360 model for providing hyper personalized fan content.

Canvas CX for usability, accessibility & sentiment analytics.

Cloud

LTIMindtree's Infinity platform for end-to-end cloud lifecycle management.

AWS & Azure partnership to provide best in class solution.

DevOps

Canvas DevOps for automated enablement and persona-based governance

Design Thinking led approach for collaboration and continuous innovation.

Quality Assurance

Use of Repository of Jukebox tool to ensure adequate test coverage.

Test lab and Device Bank to test compatibility across multiple browsers, platforms, devices & OS

Data & Analytics

Fosfor transforms to transform the enterprise data to decision ecosystem and Provide analytics fromthe event for better fan engagement.

Serverless Data Warehousing & Predictive Analytics to accelerate decision making.

Takeaways

01 There is endless possibility to engage fan for any event whether the fan is at home or is planning to visit the event location.

02 Technology along with its infrastructure is maturing at a faster pace from mobile phones to affordable internet.

03 As consumerism has reached fan universe, they must be treated as customers who are ready to buy goods if provided with an option & they cannot be taken for granted.

04 Extended use of AR, VR & new age technologies have eliminated the barrier between the offline & online world and paved the way to the future of fan engagement.

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Rewant is an enthusiastic consultant for the Media & Entertainment industry at LTIMindtree. He has solid experience in Strategy & Operation Consulting background. He helps clients achieve their full potential and the desired business outcomes.

Elevating Experiences for More Than Two Decades

LTIMindtree has over two decades of experience in transforming Customer Experience across most segments of the Consumer Services industry, delivering long-term business success. Our immersive CX across e-commerce, omnichannel interactions, interactive capabilities, and digital transformation ensures that end users are willing to pay more and increase loyalty for the brands we partner. We have successfully elevated experiences for Broadcasters, Studios, Publishers, Gaming companies, as also other consumer-oriented industries like Retail, Consumer Packaged Goods, Airlines, Hospitality, to name a few. For any queries, write to our **M&E Consulting Experts**

Communications, Media, and Entertainment at LTIMindtree

In this industry segment, we work with the world's leading Broadcasters, Studios, OTT/Streaming, Publishers, Information Services, Education, Music, Gaming, AdTech, Telcos, and Multiple-system Operators. We are seeing rapid pace of change in this industry as an opportunity to deliver on our core mission – "Future faster. Together ". The Communications industry is striving to launch new product concepts to monetize their investment on 5G platforms. We are collaborating with them to expedite new product launches that can transform operations for their customers. The Media & Entertainment industry is trying to monetize their investment on streaming platforms and optimize their cost structures. We are enabling them with product innovation to drive new revenue streams, modernize content supply chains, and personalize viewer/audience experiences. LTIMindtree's 4C (Content, Consumer, Compliance & Commerce) framework coupled with its digital innovation platform, "Mediacube," is helping our clients in this segment with their transformation initiatives.

To know more about our Media & Entertainment services, visit us at
https://www.ltimindtree.com/industries/communications-media-and-entertainment/

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