

# A HYPER PERSONALISED, CREATIVE, INTEGRATED, AND IMMERSIVE FAN EXPERIENCE

IBC ACCELERATOR 2022 - OPPORTUNITIES

## 01 INTERACTIVITY

FANS CAN GO INTO THE MATCH, MOVE AROUND THE ARENA, AND SEE WHAT HAPPENS DURING THE MATCH IN REAL TIME, FROM DIFFERENT VANTAGE POINTS

## 02 PREMIUM EXPERIENCE

FANS CAN BUY A COURT SIDE/VIP POSITION AND HAVE AN AS CLOSE TO REAL LIFE, INTIMATE AND SOCIAL EXPERIENCE AS POSSIBLE

## 03 MORE STORIES

GIVING FANS THE TOOLS TO BECOME MICRO INFLUENCERS AND TELL THEIR OWN STORIES ON SOCIAL MEDIA

## 04 GAMEFICATION

FANS CAN PLAY GAMES IN THE VIRTUAL SPACE, AND DURING BREAKS, BEFORE AND AFTER THE EVENT

## 05 MONETISATION

- TIERING / PREMIUM PRICING CONTENT / PACKAGES
- NFT OPPORTUNITIES (ACCESS TOKENS, COLLECTABLES)
- CROSS-SELL OPPORTUNITIES
- CONVERGENCE OTT/WEB3 USERS, AND REAL LIFE/VIRTUAL EXPERIENCES

## 06 PERSONALISED ADS

EACH FAN SEES A PERSONALISED AD. USING DATA & ANALYTICS TO DELIVER MULTIPLE VERSIONS

