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TRANSFORMING THE 'MATCH DAY EXPERIENCE' FOR FANS AND STADIA



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The days when stadiums could simply open their doors and crowds would come pouring in are over. Fans now have a wide variety of entertainment choices - not just in terms of content, but also in terms of how and where they experience it - in person, online, mobile phones or video on demand. Thanks to the impact of the Internet and Mobile Telephony, fans can now live anywhere in the world and receive up to the minute information about their favourite player, team or club at the press of a button - their choices are endless. The key challenge for 'content providers' such as football clubs and sporting organisations, is to harness the potential of this global opportunity and to build long

term relationships with their fans through the use of new communication channels.

The mobile phone is the optimum tool for 'content providers' to win new customers while retaining existing ones and boosting sales volumes. In the last ten years, mobile phones have transformed themselves from functional communication devices to mobile entertainment centres where 'on-line content' is delivered directly to customers. They have become the perfect communication channels for sports and entertainment companies.

RESULT Consulting works at a Pan European level with major sports organisations to develop vertically integrated marketing and telecommunications strategies for their customers and stakeholders. Its innovative approach to mobile telephony and database communications have not only created new sales opportunities for clients but also added greater impetus to existing marketing campaigns resulting in increased revenue returns.

Through the use of image transfer techniques RESULT is able to assist clients optimise the 'value' of their online content to specific target markets. Never before could an advertising message be positioned independently of time and space with so little loss of intensity. Yet RESULT Consulting is going one step further in Mobile Marketing - with extraordinary digital added values that motivate consumers and prompt them into a dialogue with the club. A proven and successful concept!

Mobile marketing is supremely suitable for customer loyalty, winning new customers and increasing sales volumes. It is exciting and right up-to-the-minute, yet at the same extremely sophisticated: design, technology, contents, rights and end customer-related aspects require professional handling.

The RESULT Solution

Tailored to today's environment, RESULT Consulting has developed a solution, which allows the extension of Fan loyalty and Fan bonding. Sports, and especially Football, 'bundle' the emotions of the fans and its attraction has reached a global hype. Now it is time to make use of converged communication technologies and to personalize offers to the fans.

Mobile phone networks provide a great foundation to reach each and every Individual. The counter effect from the Individual perspective is that they feel to be part of the community, wherever they are and whatever they do.

Mobile Interaction has become a standard service in most parts of the world and the RESULT Consulting takes an approach to use commonly accepted services, features and applications and 'places' them into the Football Community.

RESULT Consulting solutions help sports executives and venue operators:

- ✓ **Create unique, personalized experiences that increase fan loyalty, differentiate the venue, and extend the brand**
- ✓ **Create new, revenue-generating applications for advertising, ticketing, merchandising, and concessions**
- ✓ **Gain the flexibility to support new event types with ease**
- ✓ **Streamline event-day operations, and responsiveness to fans**

In addition to in-stadium broadcasting, the Web and digital technologies offer unparalleled ways to distribute, personalize, and archive video content from events on a global scale.

These types of rich, multimode interactions require a highly secure, robust network platform capable of supporting the video, data, voice, mobile, and social networking applications that will define next-generation sports and entertainment experiences.

Clubs of the German 'Fußball-Bundesliga' are turning to RESULT Consulting to provide a strategy and roadmap for the interaction with the Fans. The modular concept allows the teams to focus on the priorities, and still see the evolution of applications and services, which can be offered.

Interactive technologies such as mobile phones or smart phones are providing new ways to deliver a unique, personalized fan experience and streamline event operations at the same time. Regardless of where fans sit, you can apply their preferences and profiles to deliver instant access to the things they want and where they want to go. From the time fans arrive at the venue, you can automate access, ticket upgrades, and deliver the quickest directions to their seat. You can build fan loyalty by delivering personalized communications about special offers and upcoming events.



HC Empor Rostock, one of the most successful teams in German Handball history, have decided to implement a mobile strategy to interact with its fan base through information and result updates as communication from the club to the fans. At the same time, the mobile strategy established a communication channel for the fan to interact with the club, e.g. through voting games ("Man of the Match"), or betting polls to guess the final score of the game. Over 15% participation in the beginning of the campaign and steadily growing numbers are proving that Empor is on the right Track.

With a connected network platform, opportunities abound for teams, leagues, and venues to transform the fan experience with a variety of new services. For example, with a converged architecture in place, teams can now offer fans at the stadium faster access to the venue, the ability to upgrade and resell their tickets, and get directions to their new seats on their mobile device. As they move through the venue, digital signs can communicate where the shortest lines are for favourite foods or merchandise, or even the nearest restroom, making it easier and faster for fans to get what they want, and where they want to go. From the comfort of their seats, fans can enjoy a variety of new video options, including multiple camera angles and personal instant replays.

They can order merchandise and concessions and be notified when it is ready for delivery or pickup, enabling them to spend more time enjoying the game and less time in line. They can even stay connected to the web for work or personal use. And it's not just for fans at the venue. Fans everywhere can enjoy the same camera angles and replays simultaneously at home or on their mobile device. Preshow interviews and postgame wrap-ups can become interactive to engage stars and their fans in a real-time conversation as pay-per-view content. And, teams and leagues can create "connected communities" online where fans can chat, blog, and share photos or video, while the organization generates merchandise and advertising revenue.

It is crucial and provides a significant advantage, if commercialisation partners (e.g. Sportfive, IMG, etc.) are included in the concept. It is them to 'bridge' to the sponsors and business partners, which then can have a target audience for advertising activities. This will significantly increase the value of the sponsorship package and as a result to that, more sponsorship revenue is generated.

Although media partnerships, sponsorships, ticketing, and merchandising have long been revenue mainstays, few teams or venues are able to maximize their full potential and profits. Integrating networking and communications technology within the venue allows traditional revenue streams to evolve, enabling next-generation business models that exceed what sponsorship dollars alone represent.



About RESULT Consulting

Mario Leo possesses a communication engineering degree from the University of Applied Science in Hagen, Germany and has worked for over 15 years in the Telecommunications industry. Over 10 years have been in international roles, spending time in the UK, USA, Australia and Malaysia. In Malaysia, as Director of Operations at Baycom Sdn Bhd and during his time as Managing Director in Germany at ECT Vertriebs- und Servicegesellschaft mbH, Mario gained valuable experience and insight into the senior management and the sales processes for Value Added Services for fixed and mobile telecommunication operators.

On a personal note, Mario holds a diploma in football management and is a certified venue manager; he also participates in the eLearning Task Force at EUNIS.

For further information about RESULT Consulting's innovative offer please

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