

In Story 1a, there are already many innovations, but they do not focus a lot on enhancing the preferences of the fan, not stimulating them 24/7 or using athletes as role models. Feeding the fan, engaging them all year around, and on other places outside the stadium are good opportunities. Also stimulating Loyalty or using the community is not part of the digital experience. More immersion and exclusivity could be offered.

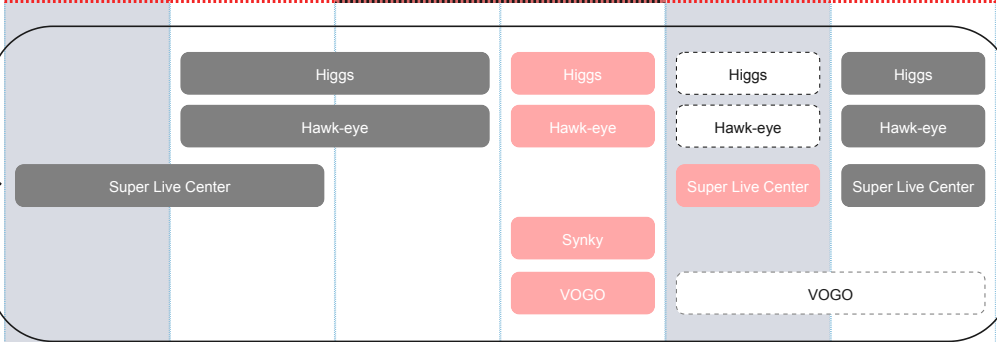
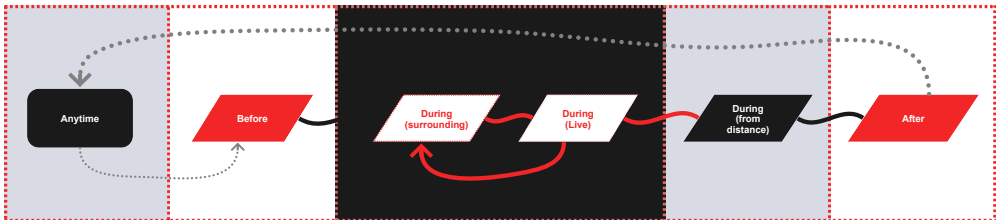
During an experience, there are several phases. For all the stories, we have chosen 6 simplified steps ->

Every technology or innovation can be present at a certain stage... or not (yet)!

Story 1a: optimal game content - before, during, and afterwards - everything to enhance the live match and supply additional service.

Focussing on optimal live data and additional immersion.

It links with story 3 & 4 - The match itself is most important, story 3 & 4 are extra. Without story 1a [Live], there is no need for story 3 or 4.



The grey phases Anytime and During (from a distance) are mainly digital

Light Red means: ALREADY PRESENT
 Grey means: POSSIBLE / FUTURE
 White, dotted line: DIFFICULT

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