

In Story 3, there are some nice separate 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 inclusivity could be offered.

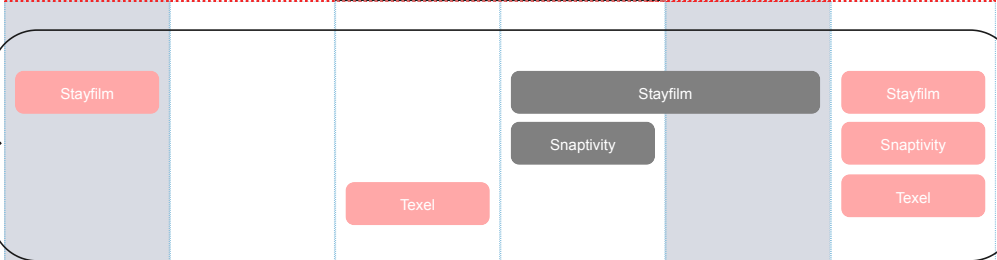
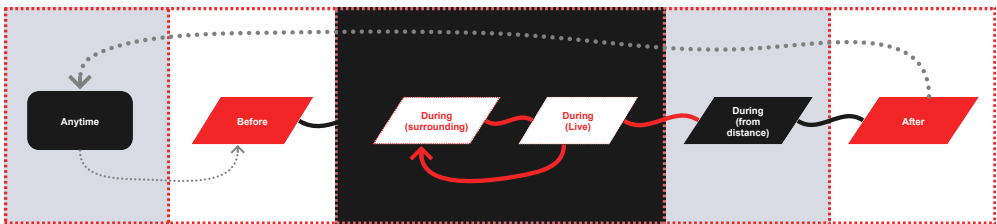
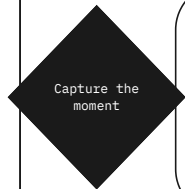
During an experience, there are several phases. For all the stories, we have chosen 6 simplified steps ->

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

Story 3: optimal private content - collected during the live soccer game, able to view afterwards - everything to collect memories by enhanced by the media experience.

Focussing on reliving the moment.

link with story 1a - reallife matches



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

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