Technology is now an integral part of how fans consume sports. Sixty-nine percent of fans report that the use of emerging technologies has enhanced their viewing experience—both inside and outside the stadium.

Emerging technologies have enhanced the fan experience across countries.

- India: 89%
- Singapore: 75%
- Canada: 70%
- United States: 68%
- Australia: 66%
- Hong Kong: 66%
- Germany: 62%
- France: 59%
- United Kingdom: 69%

Increasing number of fans are using emerging technologies inside and outside the stadium.

Top three use-cases inside the stadium:
- Getting regular updates on a mobile app while watching the match live
- Accessing Wi-Fi to share updates on social media
- Order food and beverages online and for delivery to the seat.

Top three use-cases outside the stadium:
- Streaming matches live on VR headsets to simulate the in-stadium experience
- Ability to choose different camera angles to watch the match
- Match prediction game where fans compete with an artificial intelligence bot.

Asian fans (74%) are much more likely to have experienced emerging technology in the stadium, with India leading at 88%. 71% of Asian fans would be willing to pay more if new technologies enhanced their stadium experience, as compared to 40% of North American fans, 34% of European fans, and 33% of Australian fans.

The use of virtual reality in reviewing training sessions and matches can help teams improve at sports.”
— Tom Mitchell, team captain, England Rugby Sevens

Effective use of emerging technology in sports represents a significant brand value and growth opportunity. When a fan has a good experience with technology—either in or out the stadium—it has a positive knock-on effect to all aspects of their overall engagement.

Unlocking the value of emerging technologies in sports: match-winning strategies.

- Reassure fans on the use of personal data
- Convert more fans to ‘avid’ fans
- Identify user needs before investing in and deploying new tech
- Build digital practices, capabilities, and transform organizational culture

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