



Youth Development Congress  
*Digitisation in sports*

# Five global megatrends reshape the world we live in



Rapid urbanisation



Climate change and resource scarcity



Shift in global economic power



Demographic and social change



Technological breakthroughs



“Digital” is not just about the technologies.  
It’s about new ways of **solving** problems,  
**creating** unique experiences and  
**accelerating** business performance.

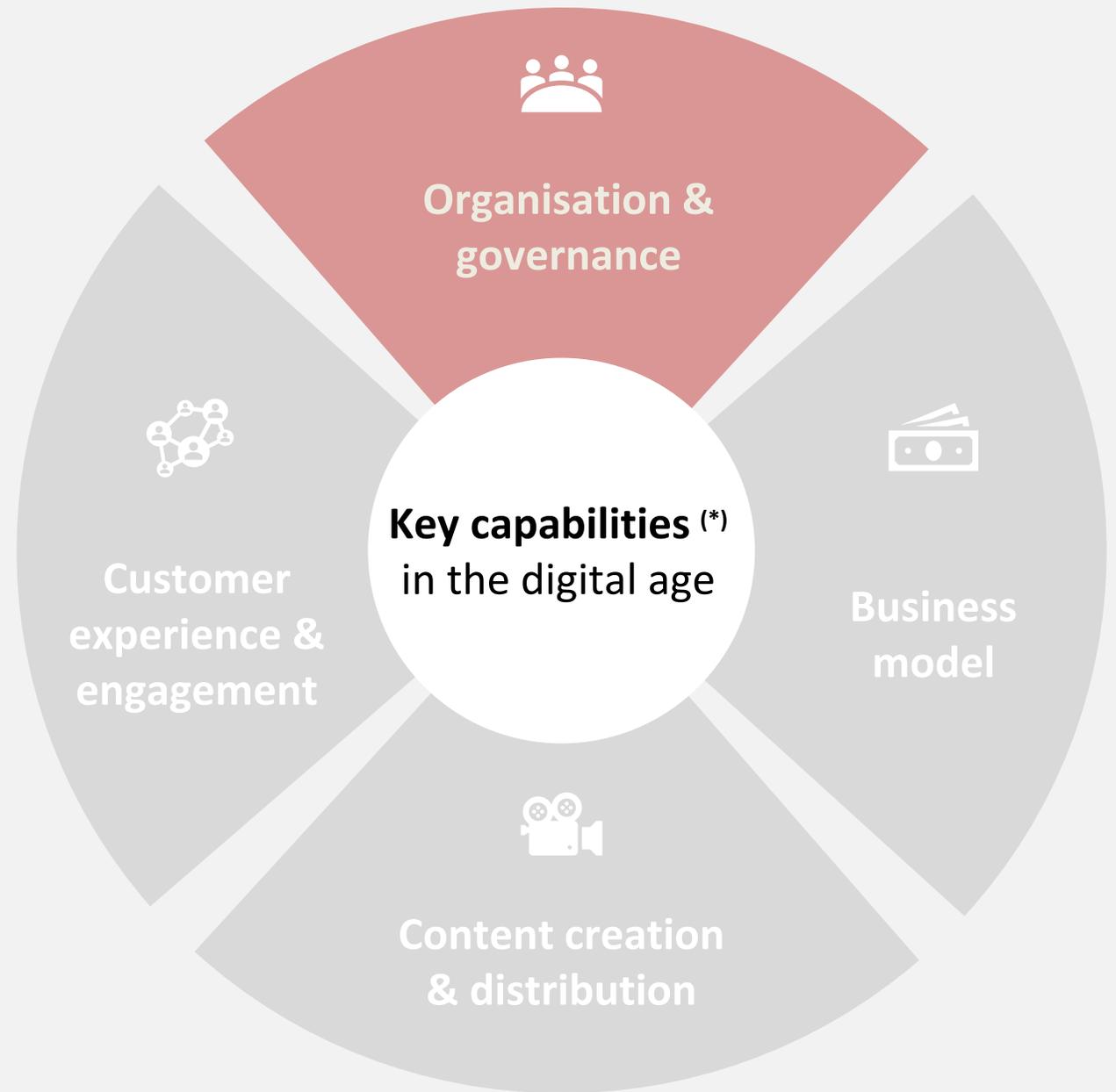
*Reimagine Business in the Digital Age.*

What are they  
**key areas in**  
**sports** disrupted  
by technology  
and innovation?



(\*) A capability is a combination of processes, systems and tools, skills, knowledge and behaviors, and organizational structures that allows a company to deliver a defined outcome.

What are they  
**key areas in**  
**sports** disrupted  
by technology  
and innovation?



(\*) A capability is a combination of processes, systems and tools, skills, knowledge and behaviors, and organizational structures that allows a company to deliver a defined outcome.



*Involve customers and fans for greater transparency*

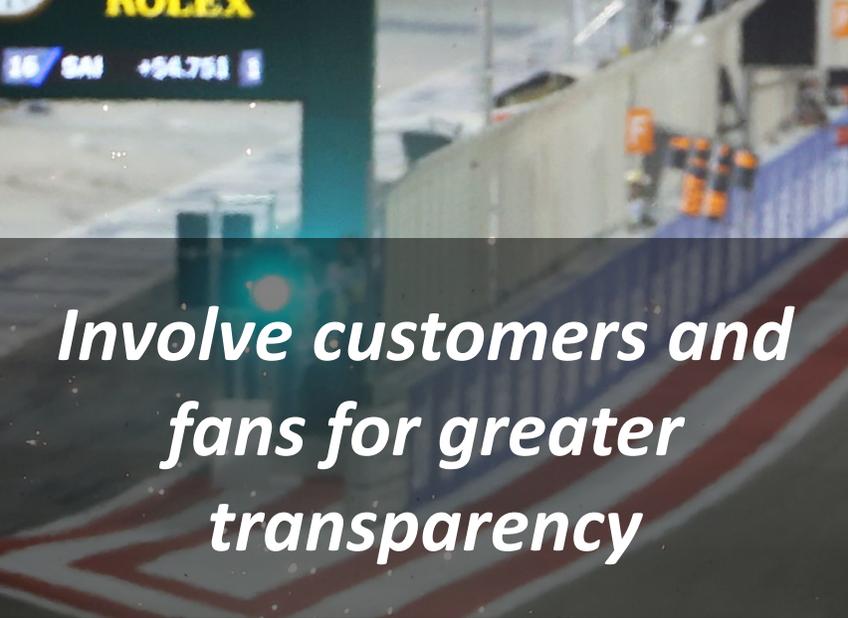


*Experiment with and adapt to new entertainment formats*



*Source innovative partnerships and technologies*





*Involve customers and fans for greater transparency*



### Fan Voice

Sign in to take part

Email address or screenname

Password

Forgotten?

**LOGIN**

Not a member?

Sign up today!

**REGISTER**

---

Blog » Zazeems » "How many races is th..."

#### "How many races is the perfect number?" Poll - Response Bias.

Posted by Zazeems on 12 Oct 2018 12:18

Category: Off the track

Once again I find myself severely concerned by the research methods employed on this site, and subsequently the motives behind them.

In a recent poll, users of Fan Voice were asked "How many races to the perfect number?" Respondents were given seven possible responses to choose from: 20, 21, 22, 23, 24, 25, and 26.

Users have been given no option to express a preference for a number of races below 20. Terrible research design at best, a cynical way of generating a response bias for a higher number of races at worst.

It's worth noting that in the 'Global F1 Fan Survey' commissioned by the FIA and Motorsport Network in 2017, over 60% of the 148,170 who took part expressed a preference for between 16 and 21 races.

I'd really appreciate communication from someone here at Fan Voice who could perhaps shed more light on this situation, because any information collected from this poll will be unrepresentative, misleading and completely void.

1 Likes

#### Comments

By David F1 Staff Moderator Thanks Zazeems at 12 Oct 2018 13:03  
Feedback taken on board, poll deleted, and new poll has been created.

By Peter - F1 Fan Voice Moderator Hey @Zazeems, thanks for your feedback and it's great to see the error was picked up quickly. We mods also noted and had the same concerns so well done @David F1 Staff for such a quick response.

#### Posts by Zazeems

- "How many races is the perf..."

#### Liked by Zazeems

- Who's in for a fresh new Ha...
- Screen Graphics Poll: Shock...
- Unpopular Opinion: Liberty ...
- F1 in general
- Chequered Flag

#### About Zazeems

- Zazeems

#### Categories

- Races
- Drivers
- Teams
- Car Technology
- TV Technology
- Rules & Regulations
- Testing
- Off-season
- Off the track

### Survey

#### F1 TV Survey - Austria GP One 2020

0% 20% Complete 100%

How likely is it that you will still be an F1 TV Pro subscriber in 12 months' time?

Please rate on a scale of 1-10, where 1 is 'definitely not' and 10 is 'extremely likely'

1 - Definitely not

2 - Extremely likely

3

4

5

6

7

8

9

10 - Extremely likely

(Don't know)

**SUBMIT ANSWER**

**F1 Fan Voice is an online fan community that allows fans to have their say on key issues in the sport and help shape the future of Formula 1**



# *Experiment with and adapt to new entertainment formats*



**UCI and Zwift sign Memorandum of Understanding for the development of cycling esports as a new cycling discipline**



*Source innovative partnerships and technologies*

**SAMSUNG**

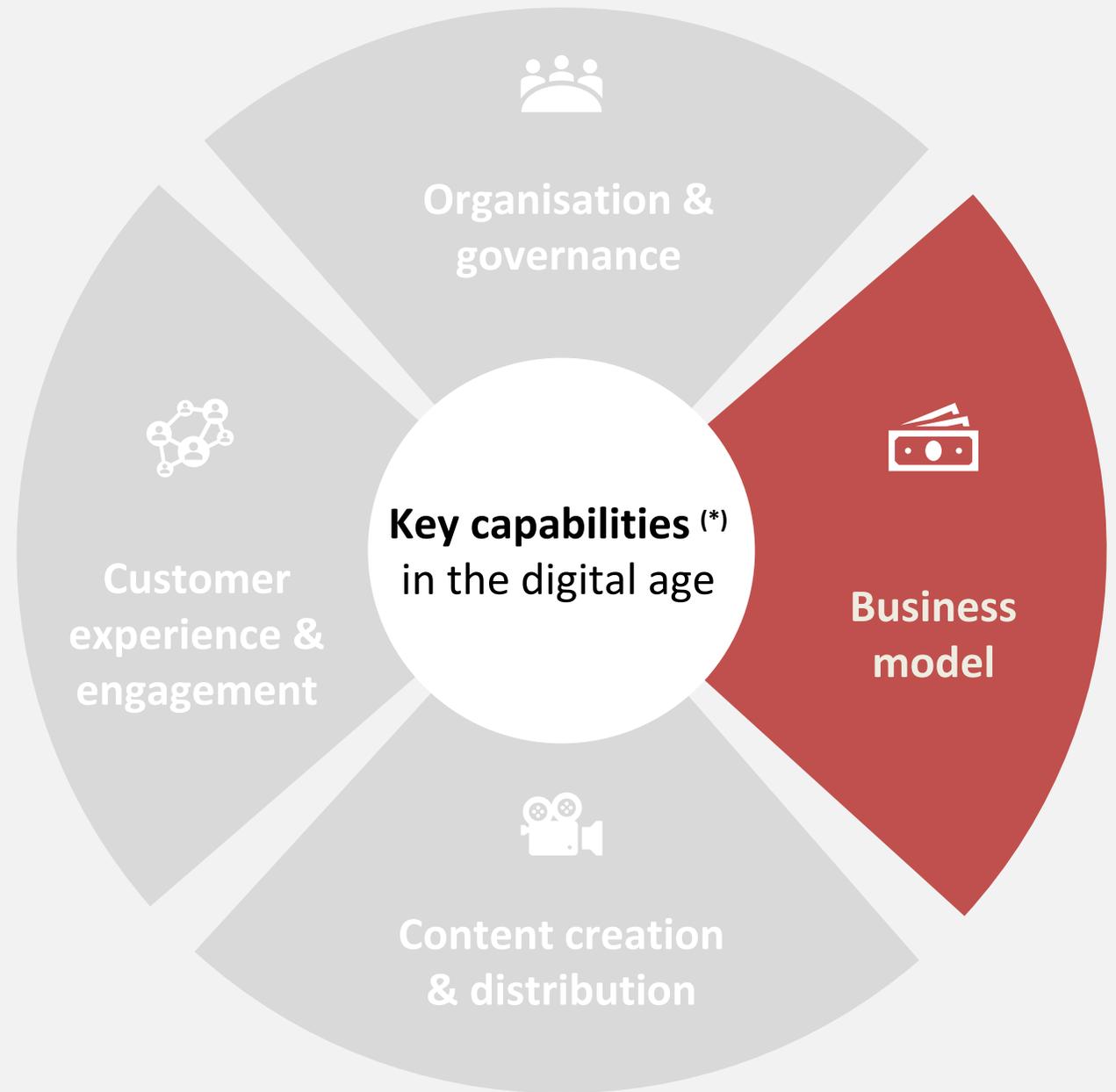


WORLDWIDE PARTNER

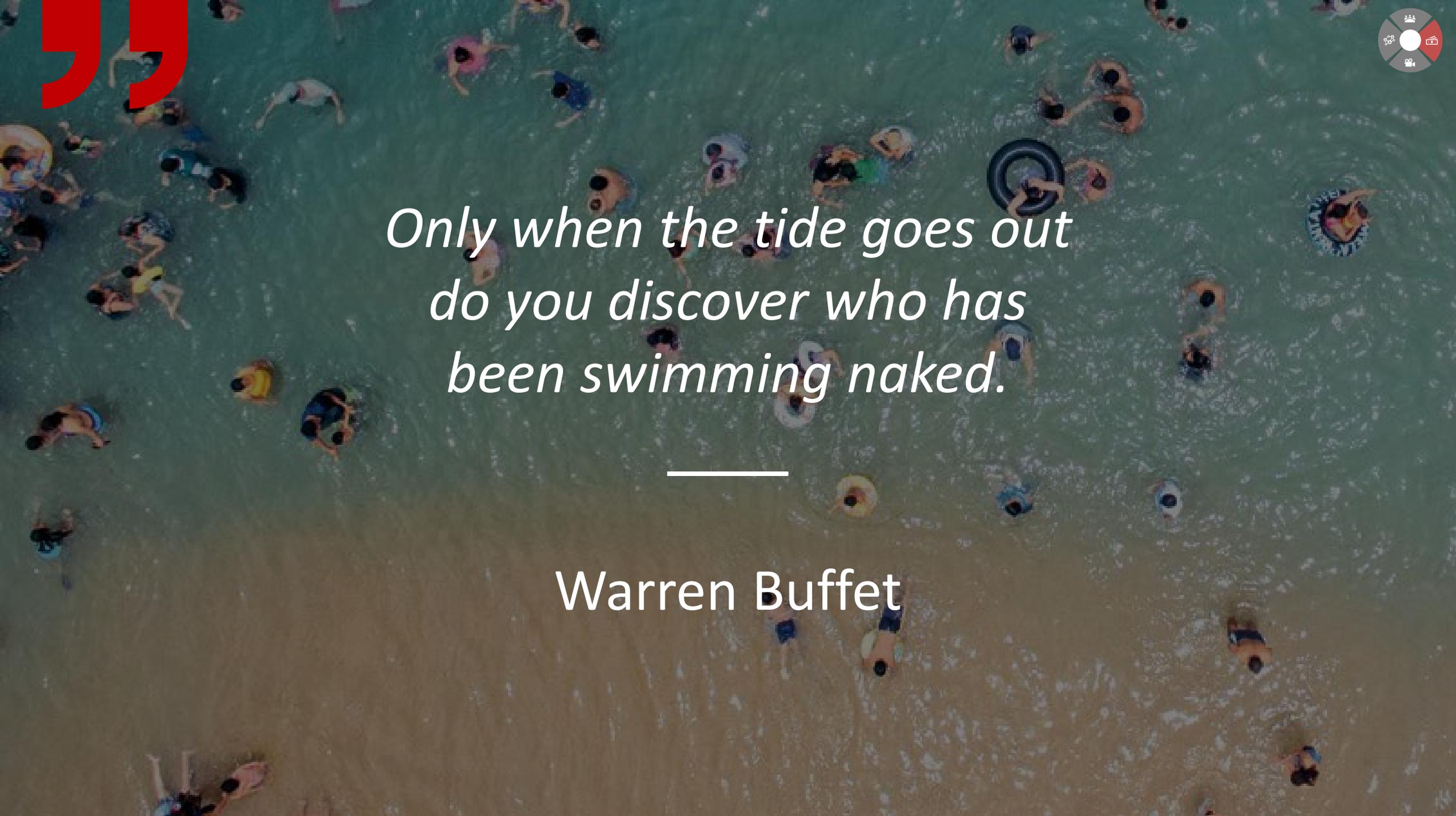


The IOC and Samsung extended their global partnership to further **develop** their strategic digital collaboration and build the **digital future** of the Olympic Games

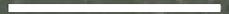
What are they  
**key areas in**  
**sports** disrupted  
by technology  
and innovation?



(\*) A capability is a combination of processes, systems and tools, skills, knowledge and behaviors, and organizational structures that allows a company to deliver a defined outcome.

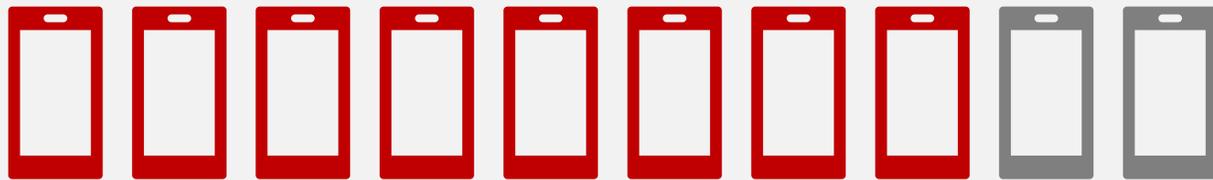
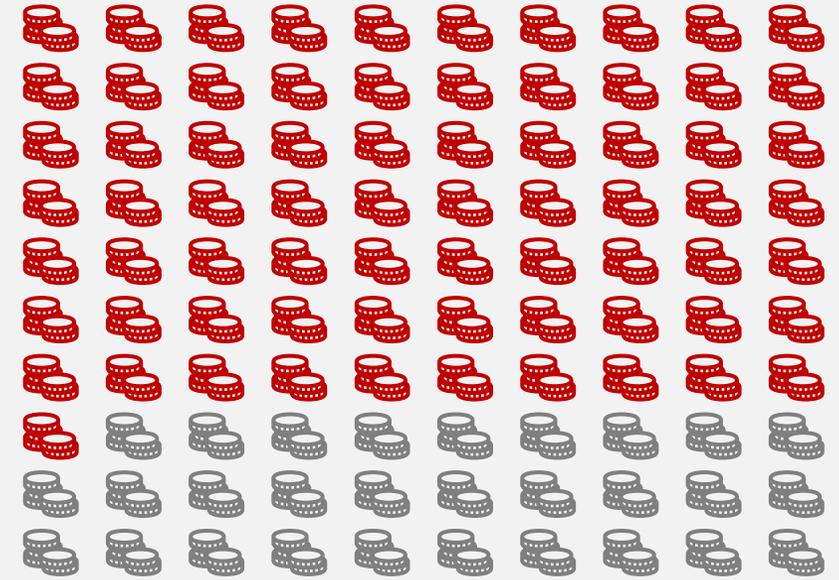


*Only when the tide goes out  
do you discover who has  
been swimming naked.*



Warren Buffet

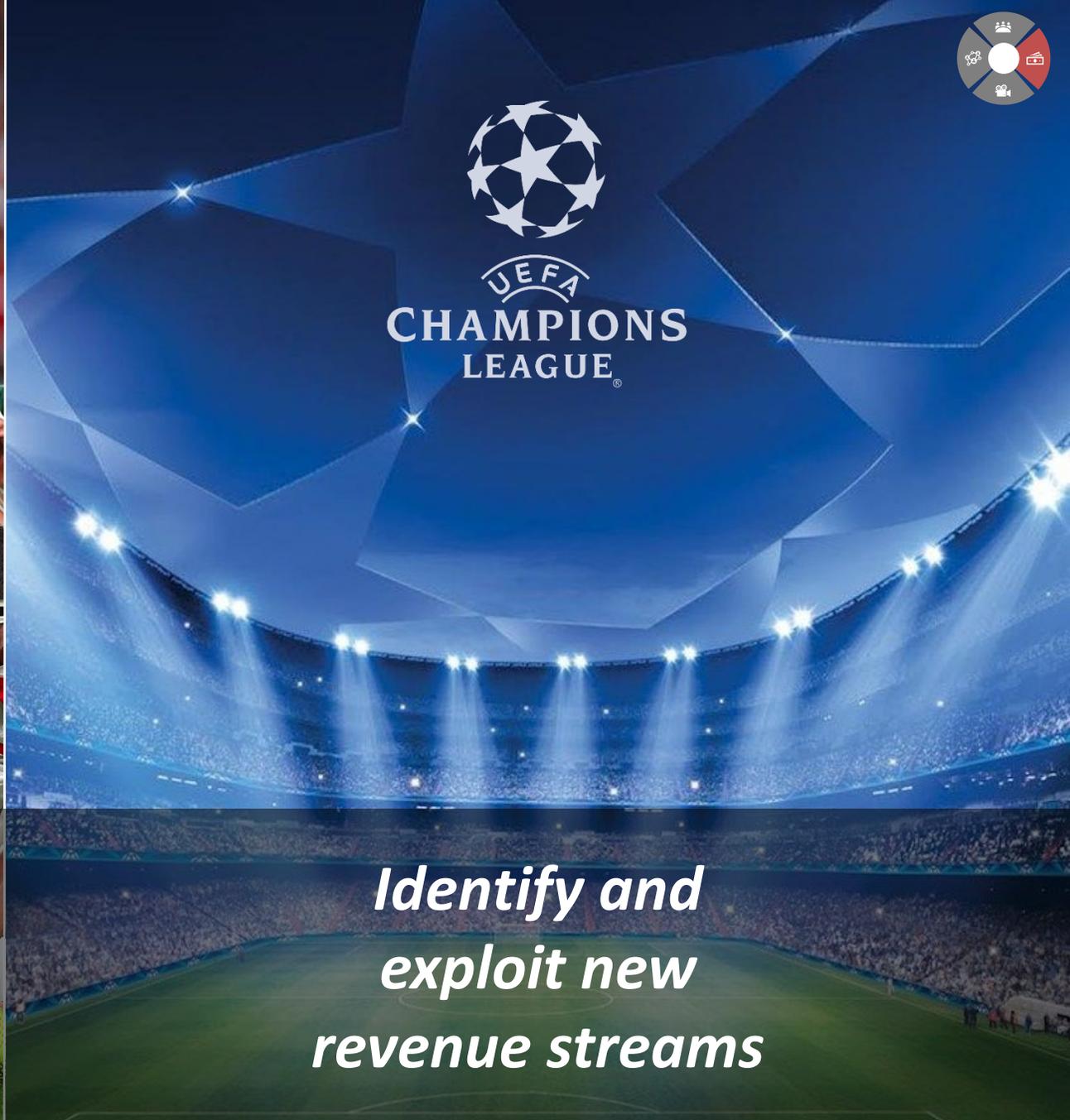
**70.6%** believe that sports organisation will focus on diversifying revenue streams as a consequence of the COVID-19 crisis



**82.9%** believe that Digital Assets provide a significant opportunity to increase revenues in the sports industry

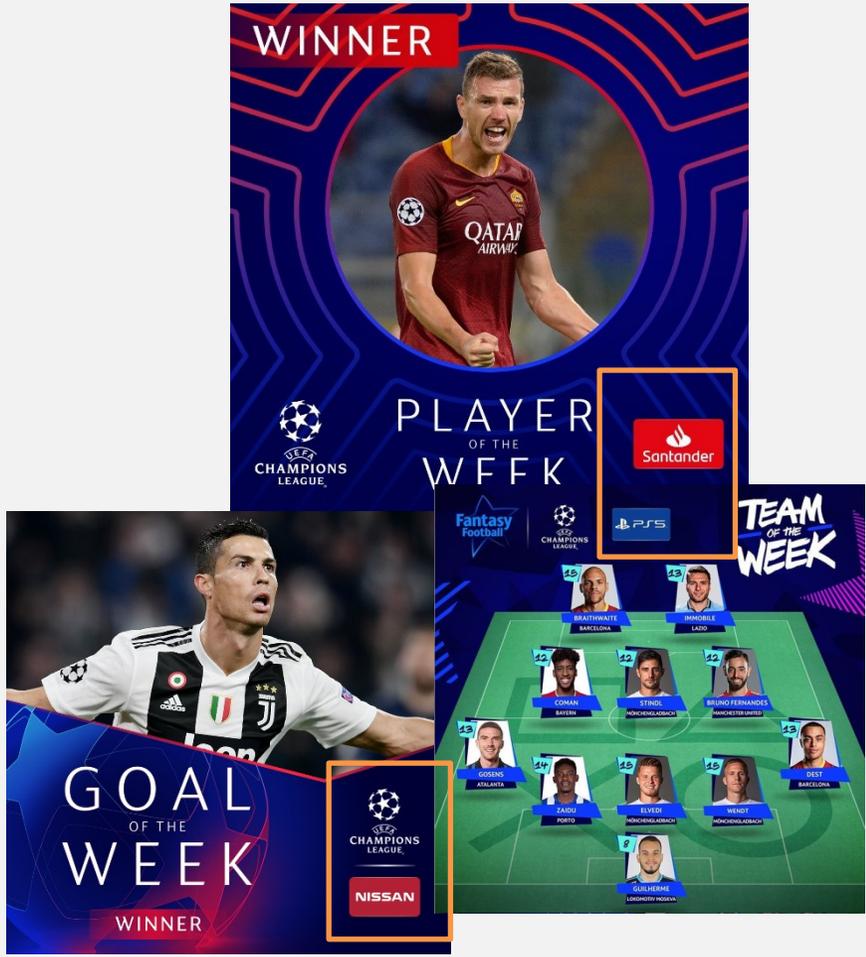


*Attract investors to drive growth and the sport's popularity*



*Identify and exploit new revenue streams*





*Identify and exploit new revenue streams*

**UEFA enables its partners to officially present exclusive content and to leverage digital assets to drive brand exposure**



**CVC buys 28% of Pro14 Rugby for reported UK£120m**

**WP Rugby commits to continuing negotiations with investor**

**Partnership between Guinness PRO14 and CVC Capital Partners Fund VII**

**Six Nations and CVC agree deal for '14.5%' stake**

**Coronavirus: All Blacks rugby looking at private equity bids**



***Attract investors to drive growth and the sport's popularity***

**In recent years, investors and private equity firms have invested in rugby teams, leagues or events to grow the sport**

What are they  
**key areas in**  
**sports** disrupted  
by technology  
and innovation?



(\*) A capability is a combination of processes, systems and tools, skills, knowledge and behaviors, and organizational structures that allows a company to deliver a defined outcome.



*Ensure multi-channel distributions*



THE LAST DANCE



*Provide a variety of content formats*

**Adapt the content strategy to evolving trends and changing consumption behaviours**



*Create personalised content*



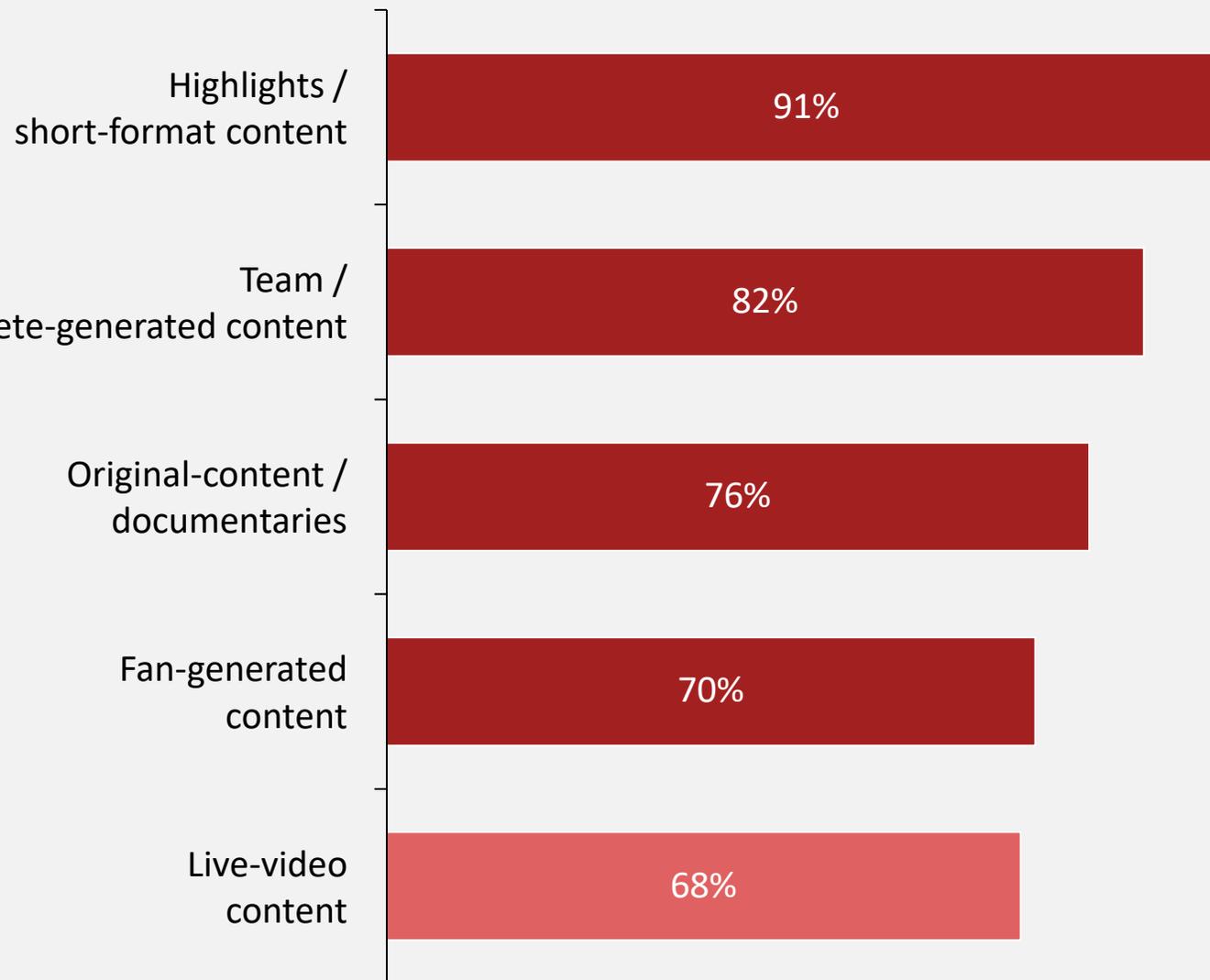
*Integrate fan/athlete-generated content*



## Expected growth of sports media consumption by content types

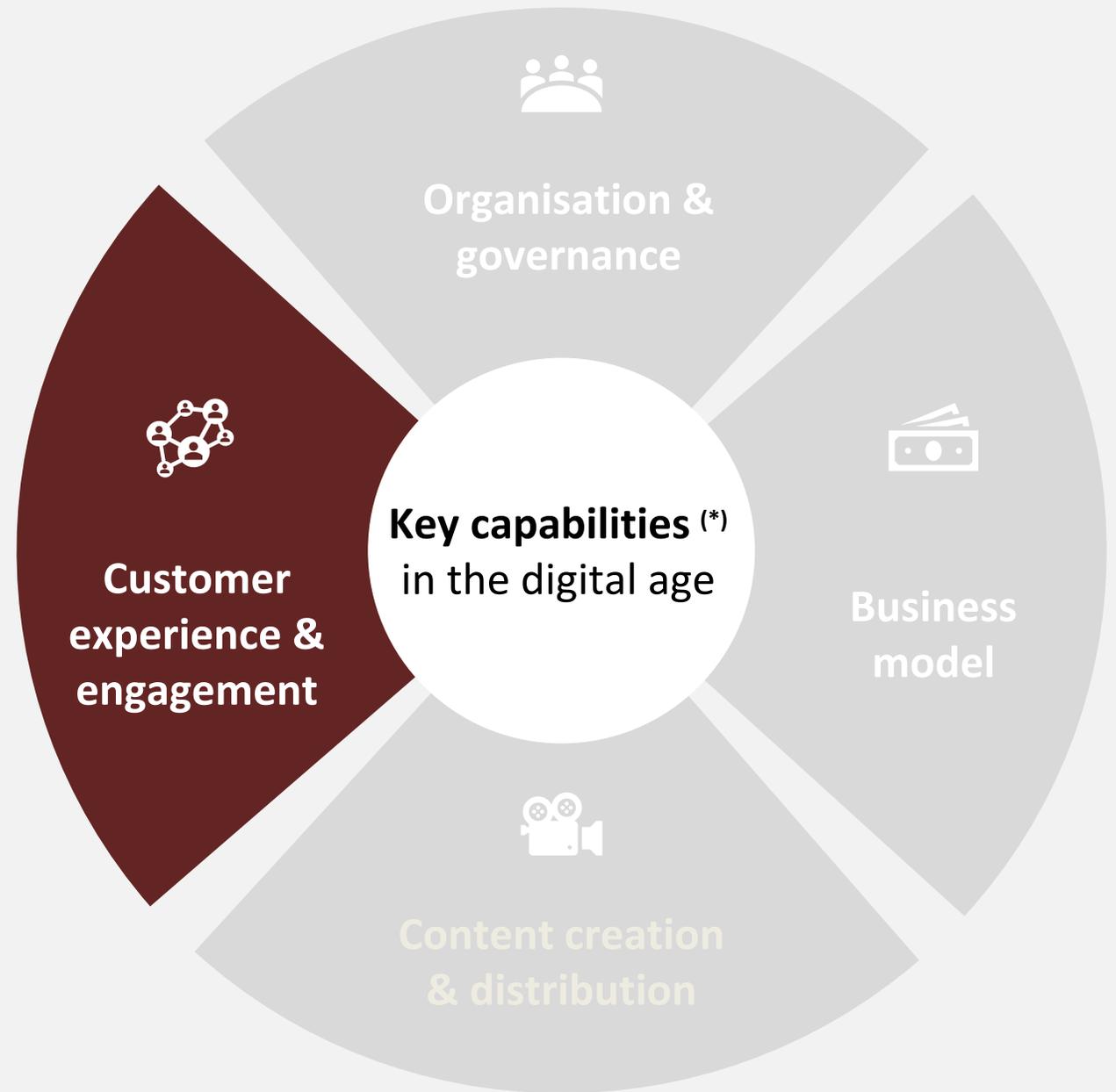
Percentage of respondents (N=665)

Highlights formats  
gain tangible  
attractiveness for  
media companies,  
affirming its  
commercial value



Source: PwC's Sports Survey 2020

What are they  
**key areas in**  
**sports** disrupted  
by technology  
and innovation?



(\*) A capability is a combination of processes, systems and tools, skills, knowledge and behaviors, and organizational structures that allows a company to deliver a defined outcome.



Create immersive and interactive user experiences



Generate data-driven insights to enhance tailored services

the **2.6** challenge Save the UK's Charities

new balance NB new balance NB new balance

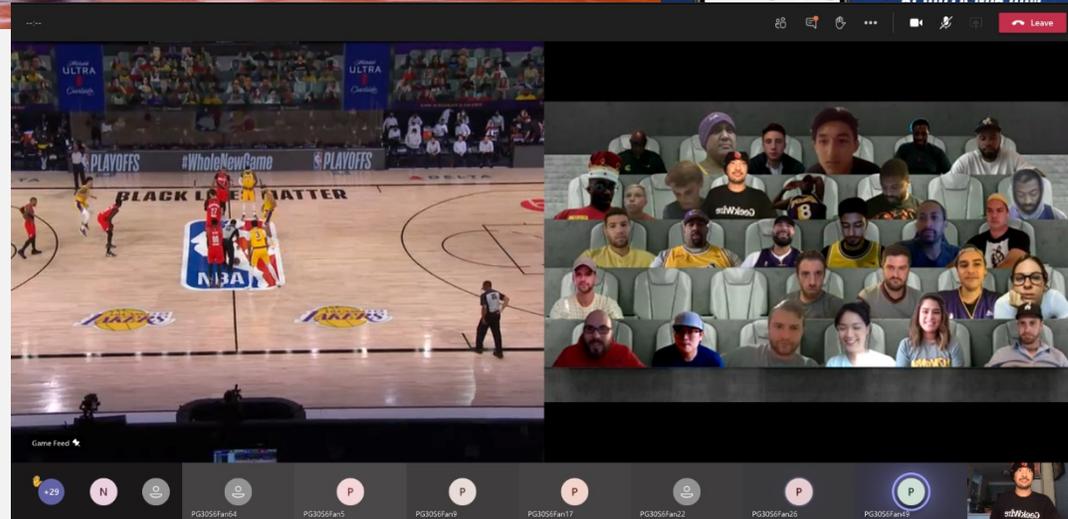
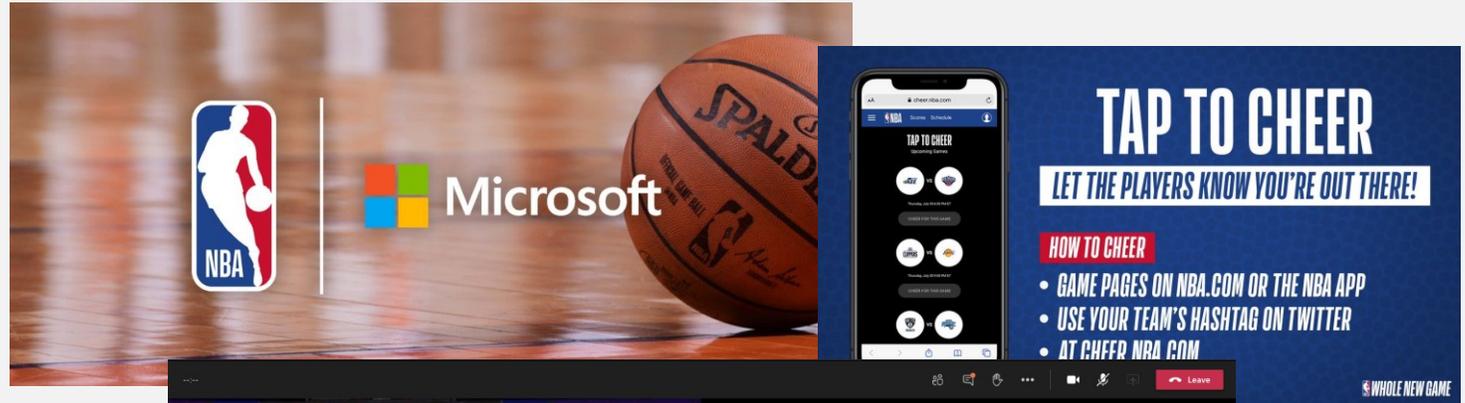


Drive engagement across multiple touchpoints





# Create immersive and interactive user experiences



NBA announced a multiyear partnership with Microsoft to redefine fan experience and to deliver next-generation, personalised as well as localised content offerings



# Generate data-driven insights to enhance tailored services

the **2.6** challenge Save the UK's Charities new balance

new balance new balance new balance

Overall

Final Leaderboard All Men Women

Overall	Name	Distance	Time	Avg. Pace
1	<b>OVERALL LEADER</b> Louise Dickinson	6.2 mi	29:26	4:45/mi
2	George Lewis England, United Kingdom			
3	Jase Headings Plain City, OH			
4	Warren Clarida Iowa City, Iowa			
5	Raffi Fry Marion, Indiana			
6	Alan McKenzie East Grinstead, United Kingdom			
7	Tom Mitchell Huddersfield, England			
8	MJ Jansen			
9	Josh Hall-Brown			
10	Mark L. Newcastle Upon Tyne / Darby, United Kingdom			

## MyNB + STRAVA INTRODUCING A NEW WAY TO SWEAT, CONNECT & EARN

Track workouts and earn NB Points with Strava, the social network for athletes. Strava connects you with passionate runners, cyclists and athletes locally and around the world, so you never train alone.

To earn NB Points, connect your MyNB and Strava accounts and start tracking workouts.

CONNECT

Your activity must be a public activity within Strava (not private), and GPS live NB Points. NB Points will be 5pmPT. Tracked workouts recorded > days.



## New Balance Virtual 10km

Complete a 10km run and earn 20% off New Balance Footwear

Challenge Ended: September 24, 2020

Run strong and stay motivated with the New Balance 10km challenge. Whether you're a new runner focussing on building up your distance or an experienced runner looking to unlock your speed potential, this is the challenge for you.

More

100,151 Participants      954,921 Total Kilometers Run

Strava has launched various challenges in partnership with New Balance encouraging runners to track and upload own activities in order to get discounts on the collection

# Drive engagement across multiple touchpoints



**\$2.5M**  
EARNED MEDIA  
Source: ABMC

**+25K**  
GOALS SHARED VIDEOS  
Source: BK Internal Data

**MOST USED TEAM**  
IN CARRER MODE

**STEVENAGE CHALLENGE**

**THE SEASON THAT BURGER KING SIGNED THE BEST PLAYERS IN THE WORLD.**

**"THE BIGGEST TEAM IN THE WORLD, AT LEAST ONLINE."**  
**ESPN**

**"BURGER KING IS GIVING YOU A FEW GOOD REASONS TO BE A STEVENAGE FAN."**  
**Bloomberg**

**"EVERYBODY'S TEAM."**  
**FourFourTwo**

If a brand wants to sponsor Messi, Cristiano Ronaldo, or Neymar, they'd have to pay millions of euros. But Burger King realized that there is a way to endorse them without paying them a single penny.

A year ago, we became the main sponsor of a team at the bottom of English football's 4th division: Stevenage F.C.

Many thought it was a terrible investment. But it was going to pay off because we knew that if our logo was on their shirt, it was going to appear in FIFA 20 - the most played video game in the world.

Once the game came out with the new Stevenage F.C. shirt with our logo, we launched the #StevenageChallenge.

We invited gamers around the globe to play with our team, sign the best players, and score goals with them to get free BK food in return.

Not only did we receive tens of thousands of UGC content with Messi, Cristiano Ronaldo, Mbabji and Neymar wearing the Burger King logo (without having to pay them a penny), we turned a small team in real life into the biggest team online.

**ESPN** **BOL** **MARCA** **yahoo!** **THE Sun** **uol** **Bloom**  
**B9** **#POSTICIPO** **QSR** **SPORT** **dinheiro vivo** **UpdatecrDie!**



Stevenage and Burger King launched the “Stevenage Challenge” encouraging people to play as Stevenage on FIFA and upload their goals to social media to win food prizes

To succeed in the future, it is crucial to **build up digital capabilities and leverage technology** in the key areas of sports



# Thank you

David Dellea  
Head of Sports Business Advisory

david.dellea@pwc.ch

© 2020 PwC. All rights reserved. Not for further distribution without the permission of PwC. "PwC" refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network. Each member firm is a separate legal entity and does not act as agent of PwCIL or any other member firm. PwCIL does not provide any services to clients. PwCIL is not responsible or liable for the acts or omissions of any of its member firms nor can it control the exercise of their professional judgment or bind them in any way. No member firm is responsible or liable for the acts or omissions of any other member firm nor can it control the exercise of another member firm's professional judgment or bind another member firm or PwCIL in any way.



**pwc**