



**FANCENTRIC™**



**IIFX**  
**INNOVATION**  
**INSTITUTE**  
**FOR**  
**FAN EXPERIENCE**

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Director and Co-Founder

[lifx.org](http://lifx.org)



**EVENT 2022**  
June 2-3 • Atlanta

# Who is IIFX?

- **VISION** – To be the leading and most trusted global authority on providing **exceptional fan experience** for sports and entertainment.
- **MISSION** – Create the **ideal fan experience** for our members and partners resulting in **measurable revenue growth, new and repeat attendance, workforce professional growth and development, and maximized health, safety, and security through best practices, innovative technology solutions, and high-quality services.**



# What is a Fan?

- Enthusiastic Devotee
- Ardent Admirer
- Spectator
- Normally Sports and Entertainment Related

**“Of course a fan is a fanatic.”**

*Kansas City Times, 1885*

Greek  
**Phantasia**

*...shading through appearance, opinion, or enthusiasm for something*

English  
**Fanatic**

*...marked by excessive enthusiasm and often intense uncritical devotion*

# Desired Outcomes from a Successful Fan Journey

- Increased revenues
- Sustained Growth
- Diversified Fanbase
- Frictionless Journey
- Memory-making Experience



# Our Discussion

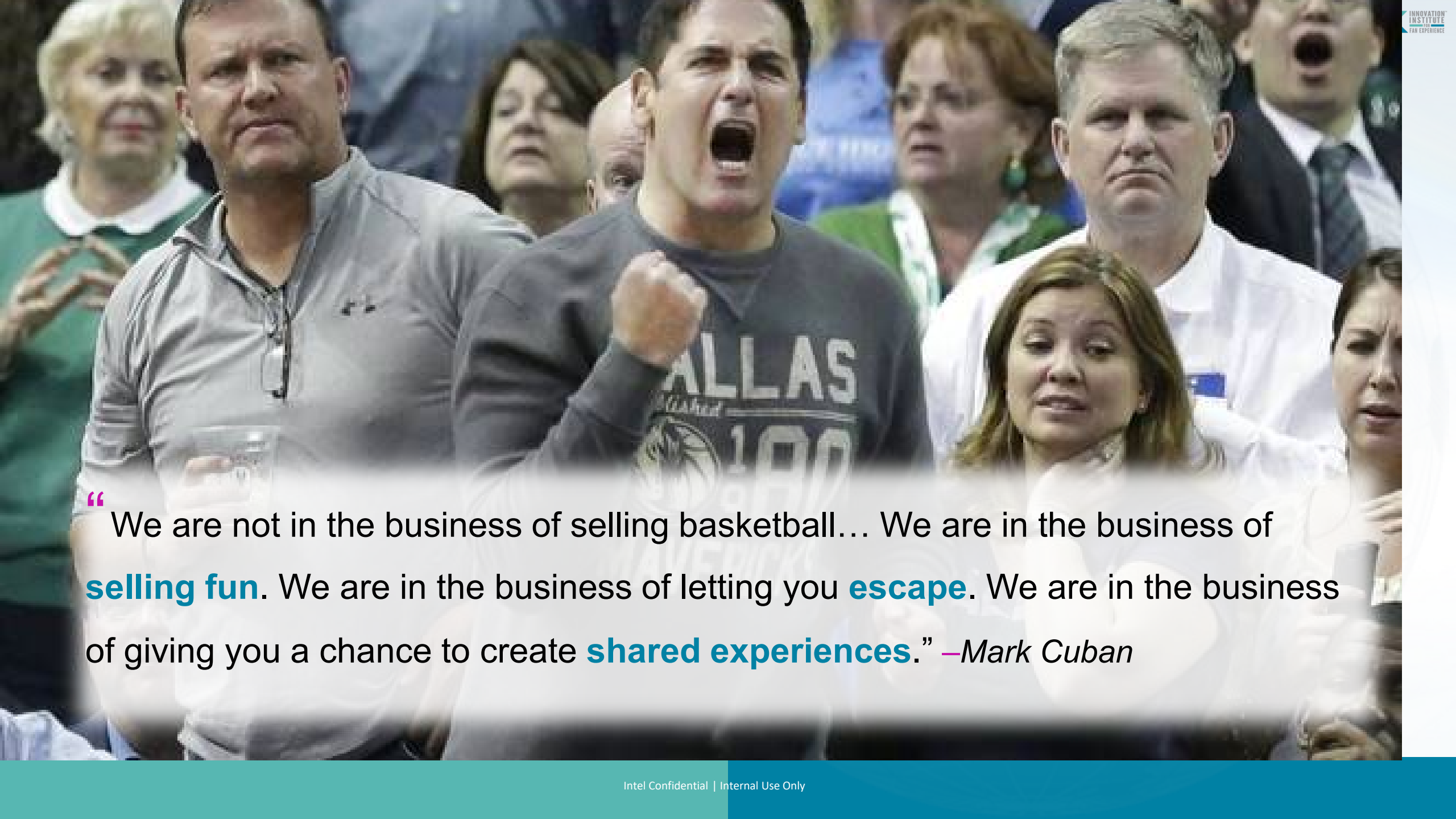
- The Fan Journey
- Key Stops and Pain Points
- Understanding Today's Fans
- Memory-Making Experience



# What is FANCENTRIC?

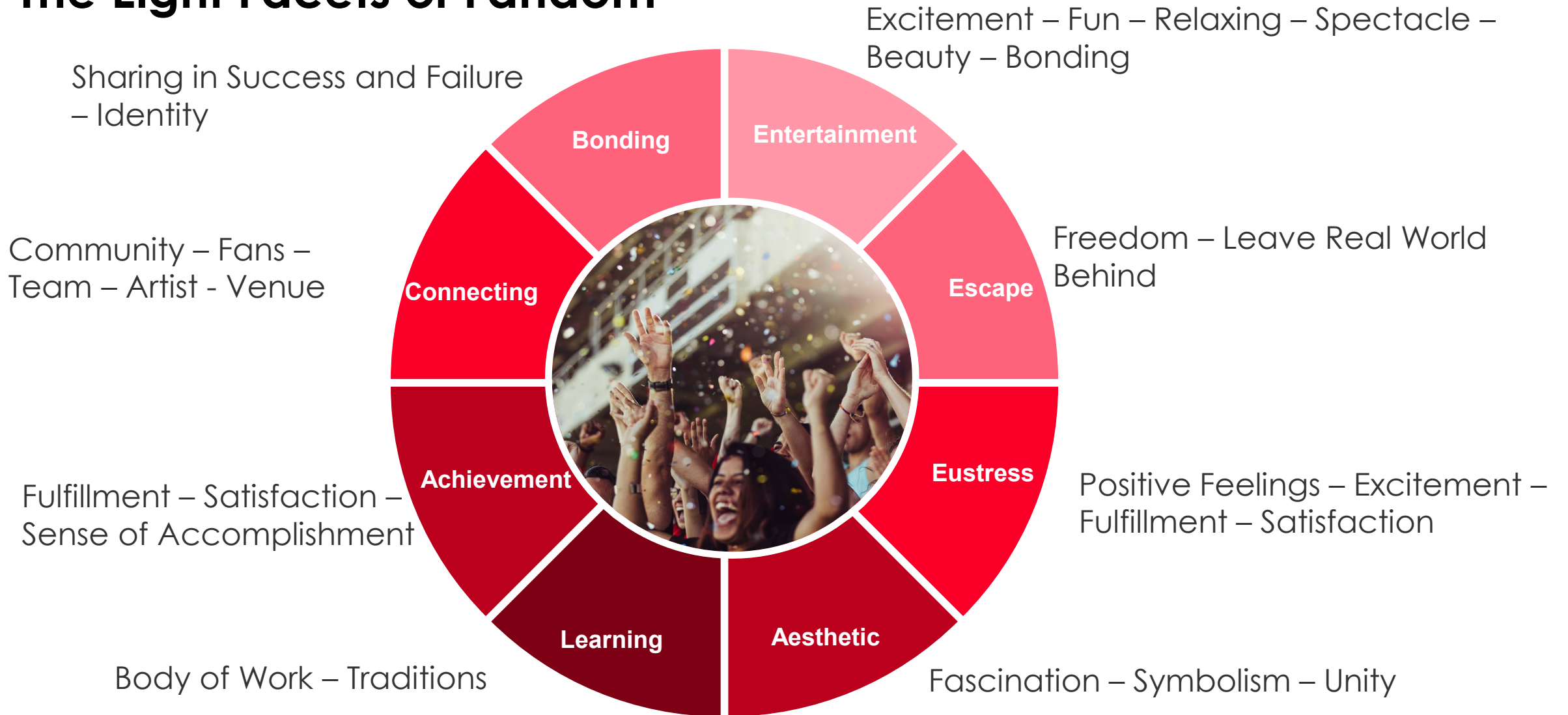
- It's About the Fan Experience (FX) at every interaction and touchpoint
- Fans are at the center of all sports and entertainment
- It's spectacular
- Memory-making





“ We are not in the business of selling basketball... We are in the business of **selling fun**. We are in the business of letting you **escape**. We are in the business of giving you a chance to create **shared experiences**.” *—Mark Cuban*

# The Eight Facets of Fandom





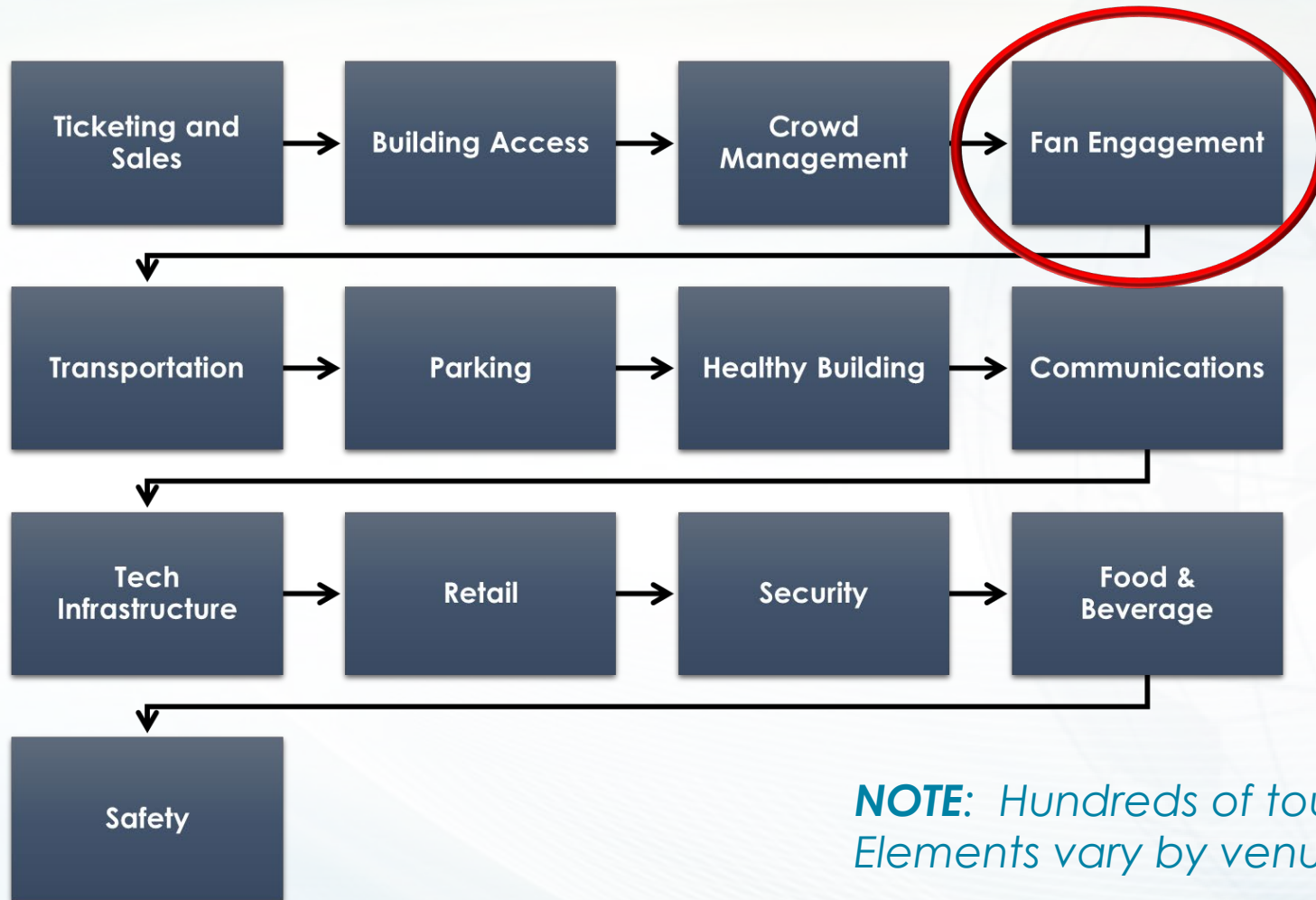
# Why is Fan Experience Different?

FEATURES	CUSTOMER	USER	FAN
<b>What is it?</b>	<b>Impression</b> customers have <b>of a brand</b> throughout their buyer's journey	<b>Overall experience</b> of a person <b>using a product</b> (e.g., website, app, etc.)	Provide a positive, memory-making end-to-end experience during <b>every interaction before, during, and after events.</b>
<b>Why is it important?</b>	Generate revenue and sustain growth	Meet user needs with a positive experience	Build loyalty, generate revenue, sustain growth, increase fan base, entice fans to return
<b>Loyalty to Product or Brand</b>	✓	✓	✓
<b>Core Elements</b>	Success, Effort, Emotion	Value, Usability, Adoptability, Desirability	Amenities, <b>Shared Identity and Experience</b>
<b>Design Required</b>	✓	✓	✓

# FANCENTRIC is a Shared Experience



# Fan Journey Design Elements



**NOTE:** Hundreds of touchpoints and interactions. Not all-inclusive. Elements vary by venue and event.

# 2022 Fan Engagement Study

- 4,500 sports fans
- Nationally representative
- Ages 12+

## Other services cited:

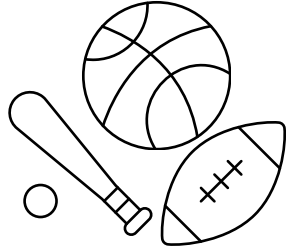
- Global MONITOR (31 countries)
- U.S. MONITOR (11,500 respondents, 12+)

**We bring a fan-first, data-backed perspective to issues like:**

- Sports gambling
- Women's sports
- Naming, image, likeness
- Social justice
- Sports media / content
- Sponsorship and media
- The fan experience

“Why?”

# Who are sports fans?

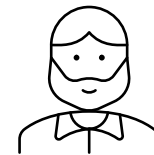
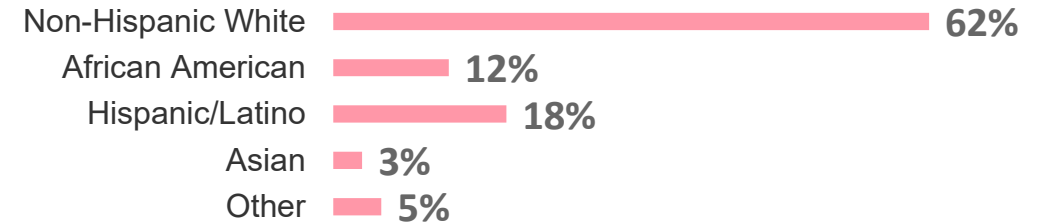
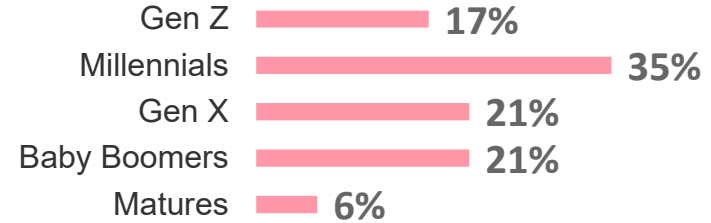


“I consider myself to be a sports fan.”

% of the Population ages 12+

<b>Avid Sports Fan</b>	<b>Strongly agree</b>	<b>21%</b>
<b>Casual Sports Fan</b>	<b>Agree</b>	<b>35%</b>
<b>All Sports Fans</b>	<b>Agree</b>	<b>56%</b>

## Sports Fan (Age 12+)



Male

**60%**

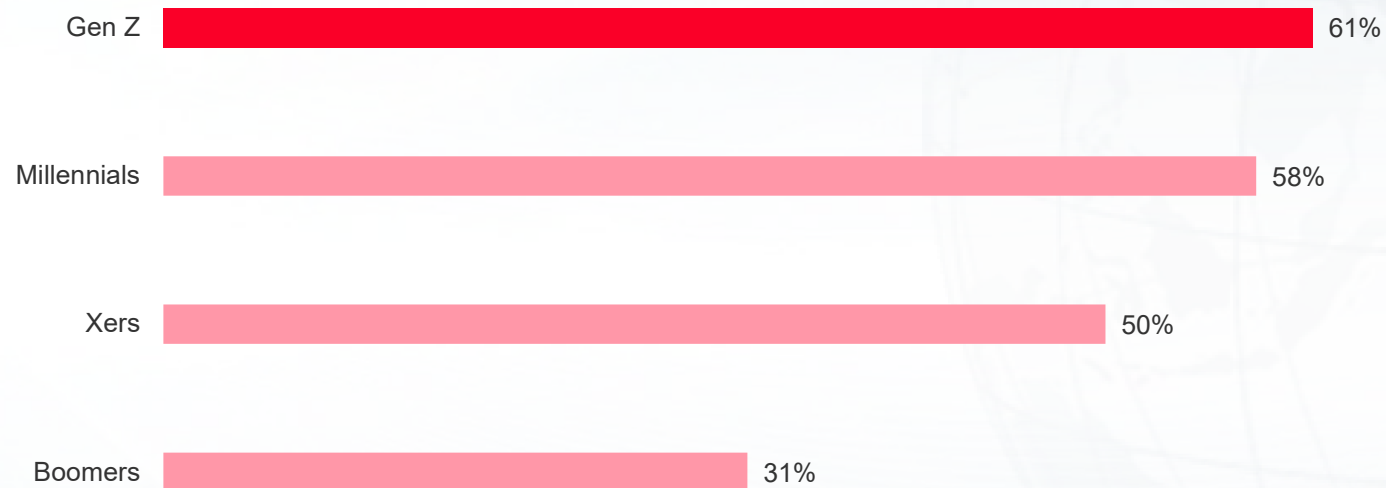


Female

**40%**

# Many younger fans are raring to go...

I am focused on making up for the time that I lost during the pandemic



# “The sports fan is back”

”

It wasn't too long ago where many folks in this room, including me, were questioning whether the sports fan would return.

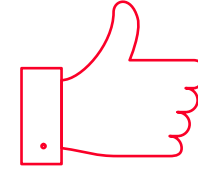
It's safe to say the sports fan is back, and they're not going anywhere.

**JIMMY PITARO**  
ESPN Chair  
May 2022



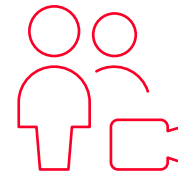
# 94

of top 100 live TV broadcasts of 2021

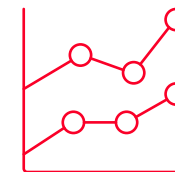


# 73%

of sports fans view industry positively (#1 of 10 surveyed)



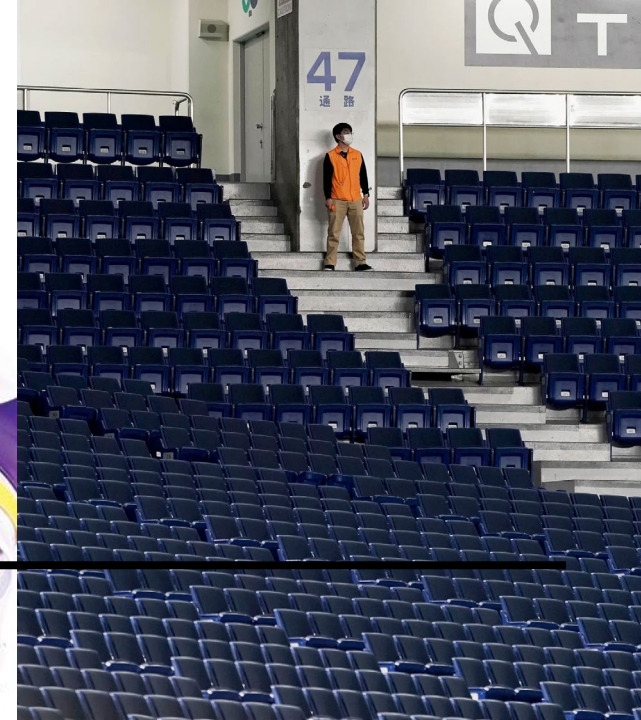
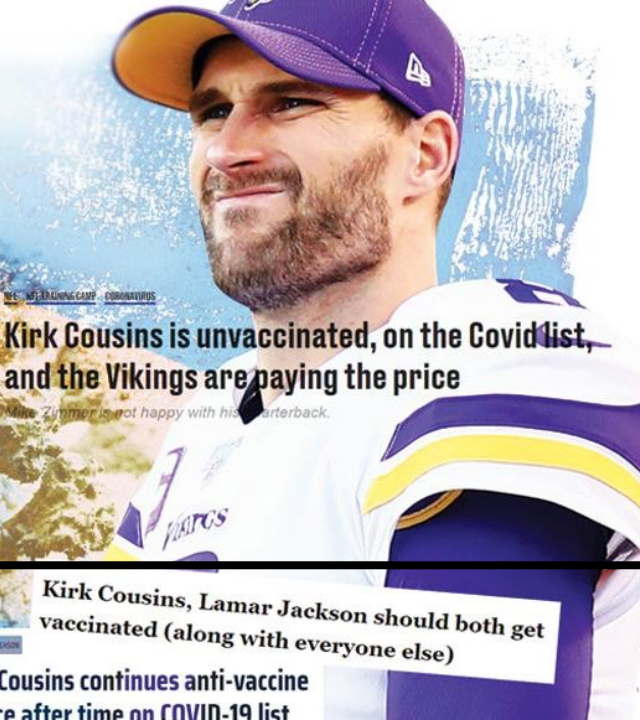
Media rights deal explosion



Attendance Rebound



KANTAR



**Kirk Cousins is unvaccinated, on the Covid list, and the Vikings are paying the price**

*Mike Zimmer is not happy with his quarterback.*

**Kirk Cousins, Lamar Jackson should both get vaccinated (along with everyone else)**

**Cousins continues anti-vaccine**  
**after time on COVID-19 list**



## CENTRAL QUESTION

What are sports fans priorities  
in this era of high disruption...

---

and how can the sports experience evolve to meet  
these emerging expectations?

# Three Key Trends Shaping the Sports Experience

## Risk Factors

With uncertainty and volatility now the norm, fans will increasingly seek stability, guarantees, and comfort from the sports experience.

## Being Human

Mental health, compassion, and the vulnerable sides of today's athletes are rising values in sports.

## For the Fun of it

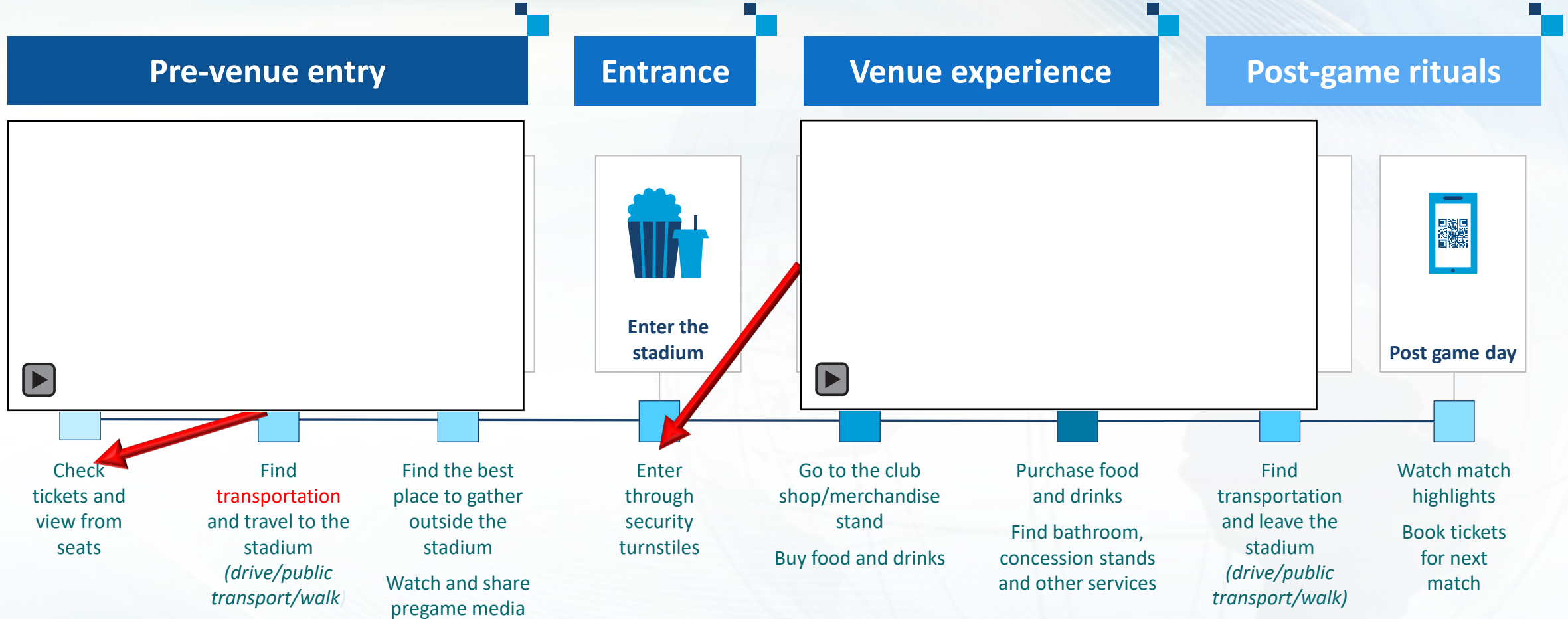
As sports becomes more commercial, the industry can't lose focus on what fans ultimately want out of the experience.



# Not-so-distant in-person Future Fan Experience




# Some Fan Pain Points in the Event Day Experience



# New risks emerge

Fan behavior crosses the line – in virtually all sports



 Ballislife.com  
@Ballislife

Another crazy fan or protestor at a Timberwolves game!



## Obstacle to attending a sporting event:

# 21%

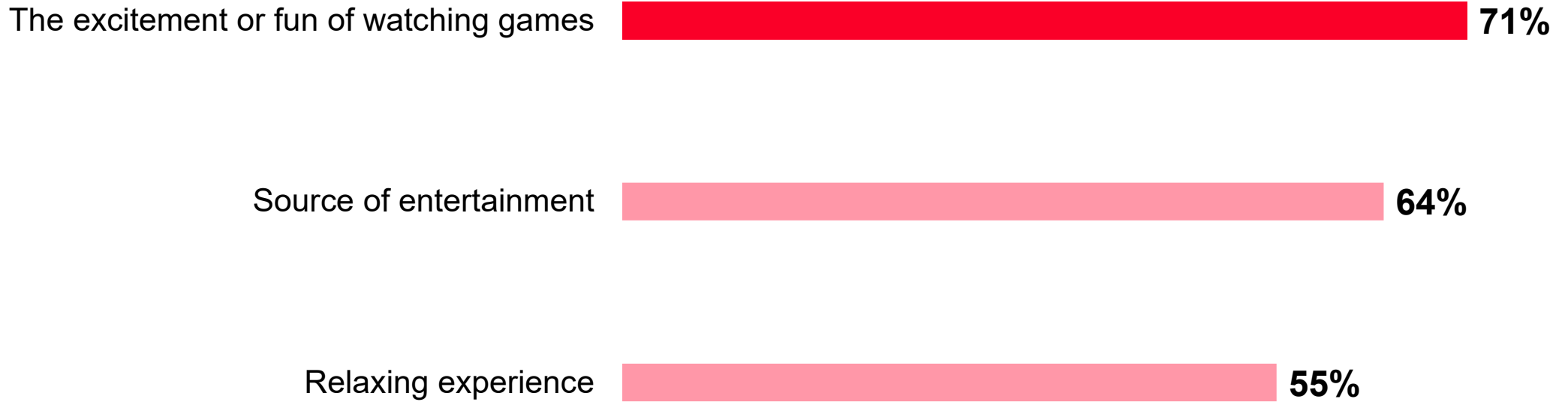
Needing to deal with rowdy or rude fans

# 15%

Concern over physical safety

# Let's not overcomplicate this

The heart of sports fandom is fun



# Calls to Action

- FANCENTRIC - It's about the fan experience!
- Create FANCENTRIC Strategies
- Innovate and Design the Experience
- Reduce pain points
- Balance People, Process, and Technology

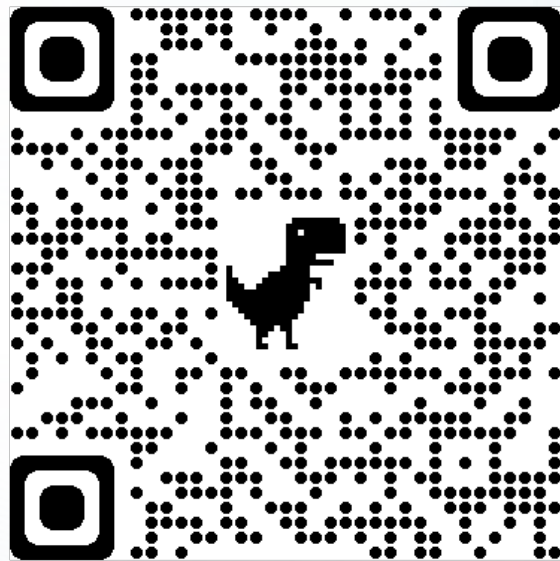
## Desired Outcomes

- ✓ Increased revenues
- ✓ Sustained Growth
- ✓ Diversified Fanbase
- ✓ Frictionless Journey
- ✓ Memory-making Experience

# Memory-Making Fan Experience







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