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# Elevating the In-Venue Experience

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Overview

Sports organizations, festivals, and other event entertainers have no idea who walks through the gate on the day of the event. Ticketmaster (the largest player in the market) has one email address for every 2.8 tickets sold - approximately 35% of the audience. However, this is based on single-event tickets like concerts. When you factor in multiple-event tickets like Season Tickets and multi-day festivals, the identity information falls into the single digits.

"If we have to know everything about 100 people getting on an airplane, shouldn't we need to know about 100,000 people in a stadium?" - Nathan Hubbard, former CEO of Ticketmaster

As event organizers work to renew season ticket holders and gain new supporters, this kind of fan information provides opportunities for warm leads, better experiences, and more revenue. Without it, teams are stuck doing traditional mailer campaigns without a clear target on which fans actually attended the event and would be interested in attending more. Blockchain technology makes it possible to capture fan identity, giving way to new possibilities.
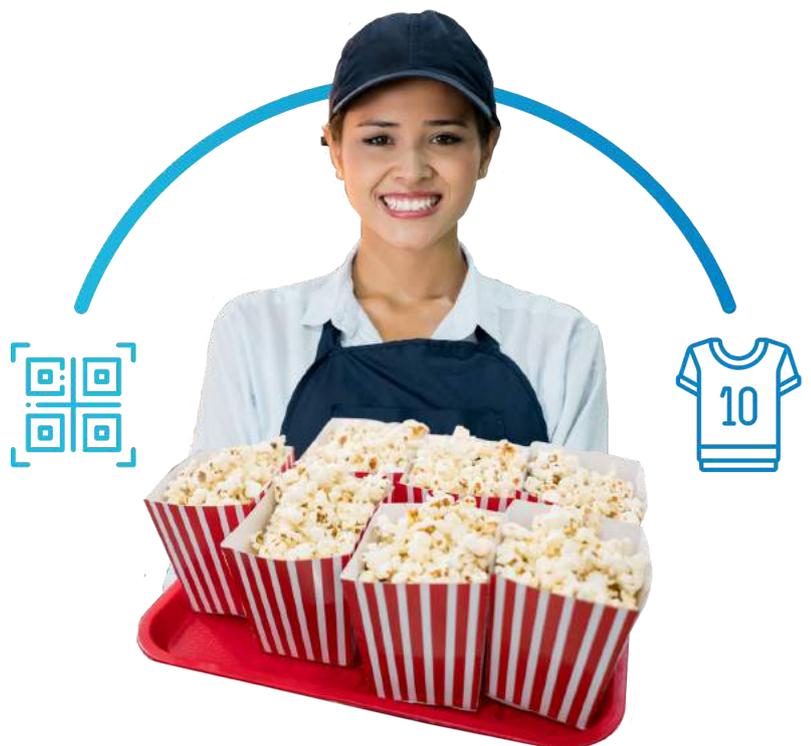
Today

Live events are at risk. Fans crave unique experiences, choice and freedom and the industry struggles to keep up. Understanding what makes each attendee tick may have seemed impossible just a few short years ago but not anymore. "Stadium as a Service" is the future of the ecosystem and fan community.

Stadium as a Service (STAaaS)

The smartest event organizers know that the product that they are selling goes well beyond what a fan sees on the field or stage. The atmosphere starts with the stadium (or arena) and the event organizer's ability to connect with fans in order to deliver value above and beyond the price of admission. In this sense, the future of successful venues and events starts with the stadium at the core of the value system and building on this foundation. Using the stadium as a vehicle to derive and deliver value will help to create a better community inside of venues. The key to this service is centered around identity and trust. Knowing your fan (often referred to as "KYC" or "Know Your Customer" in the compliance industry) community before, during, and after the event empowers your organization to increase fan engagement, improve day of event sales - through mass personalization - and improve public safety by knowing who is in the venue regardless of how they got there.

Fan Identity Makes Dollars and Sense

The opportunity to create an open platform for data sharing that is also safe, simple, and secure is significant. On the day of the event, the goal is to delight the fan in such a way that they are willing and interested in coming back - again and again. There are multiple stakeholders that participate in this experience starting with access control and entering the venue but also including concessions options, merchandise inventory, and in-game entertainment. By matching the right fan with the right product/service - at scale - event organizers are able to offer an unmatched live event experience from the day that the fan purchases their ticket, to the moment they show up in the stands. The future of ticketing, the sustainability of live events, and the identity of fan attendees are all tied together and with enterprise-level blockchain solutions, like the IBM Blockchain Platform, stakeholders will finally be able to offer up their information in a way that benefits the fan base as a whole while also making their data more valuable.

"Bandwagon's fan analytics technology and [aura product] is the ideal way to foster that sense of community and engagement between those two worlds." - Africa Rising International Film Festival, *November 2018*

See the Future

The opportunity to create value in this ecosystem is a low bar as each stakeholder has information that becomes more valuable once coupled with another stakeholder's data. As each puzzle-piece is presented to the network, the value of the entire network increases. From there, we believe that the future encourages increasing distribution channels for tickets, more transparency among ticket agencies, and enforcing better security around customer information and the validity of digital assets (like tickets and commemorative items). Aura was created to help event organizers gain better visibility of their fans regardless of which ticket marketplace they purchased their tickets from. That is the beginning of the journey, as we incorporate stakeholders like concessions operators, access control agents, merchandise departments and sponsors into an ecosystem that allows each party to contribute fan and transaction data, securely.

For more information

If you would like to learn more about Stadium as a Service (STaaS), Fan Identity, or how Blockchain technology can help you increase revenue and fan engagement, contact us:

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