

Fan Engagement

samen genieten en beleven van topsport

reimagine
sports

JOHAN CRUIJFF
ARENA



Hogeschool
van Amsterdam



EUROPEAN UNION
European Regional
Development Fund



**JOHAN CRUIJFF
ARENA**

Luc Mureau



Giel Kirkels



 **Hogeschool
van Amsterdam**

**Jan-Willem
van der Roest**

**reimagine
sports**

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 **EUROPEAN UNION**
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Inhoud

Inleiding

Wat is fan engagement?

Fan engagement

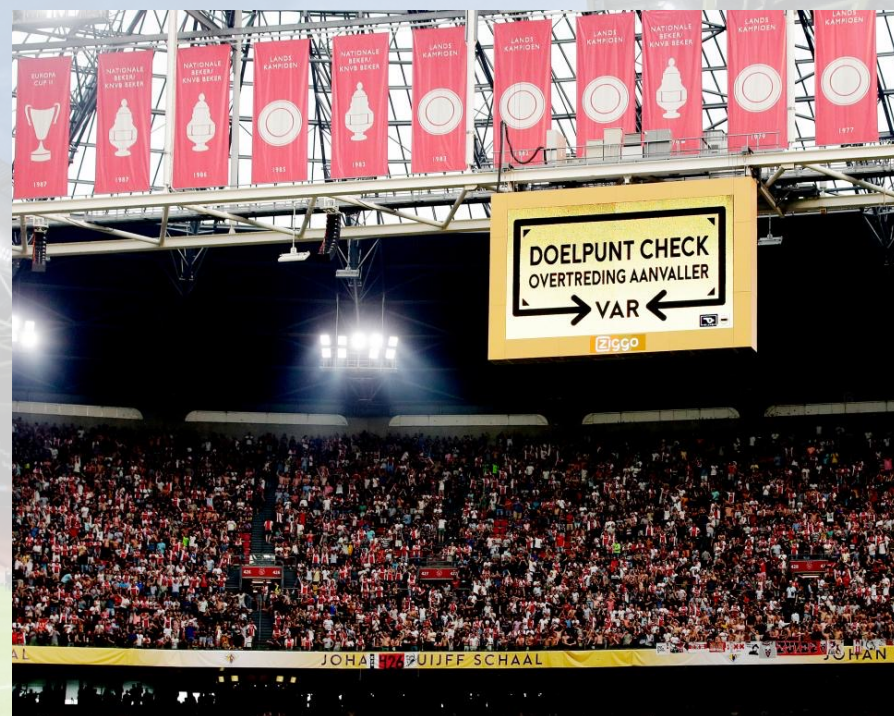
In het stadion

Op afstand

Future developments

Innovatie en data

Learnings en next steps



Inleiding

Wat is fan engagement?



Systeem van waardecreatie



Fan engagement behaviours

Transactional behaviours



Non-transactional behaviours



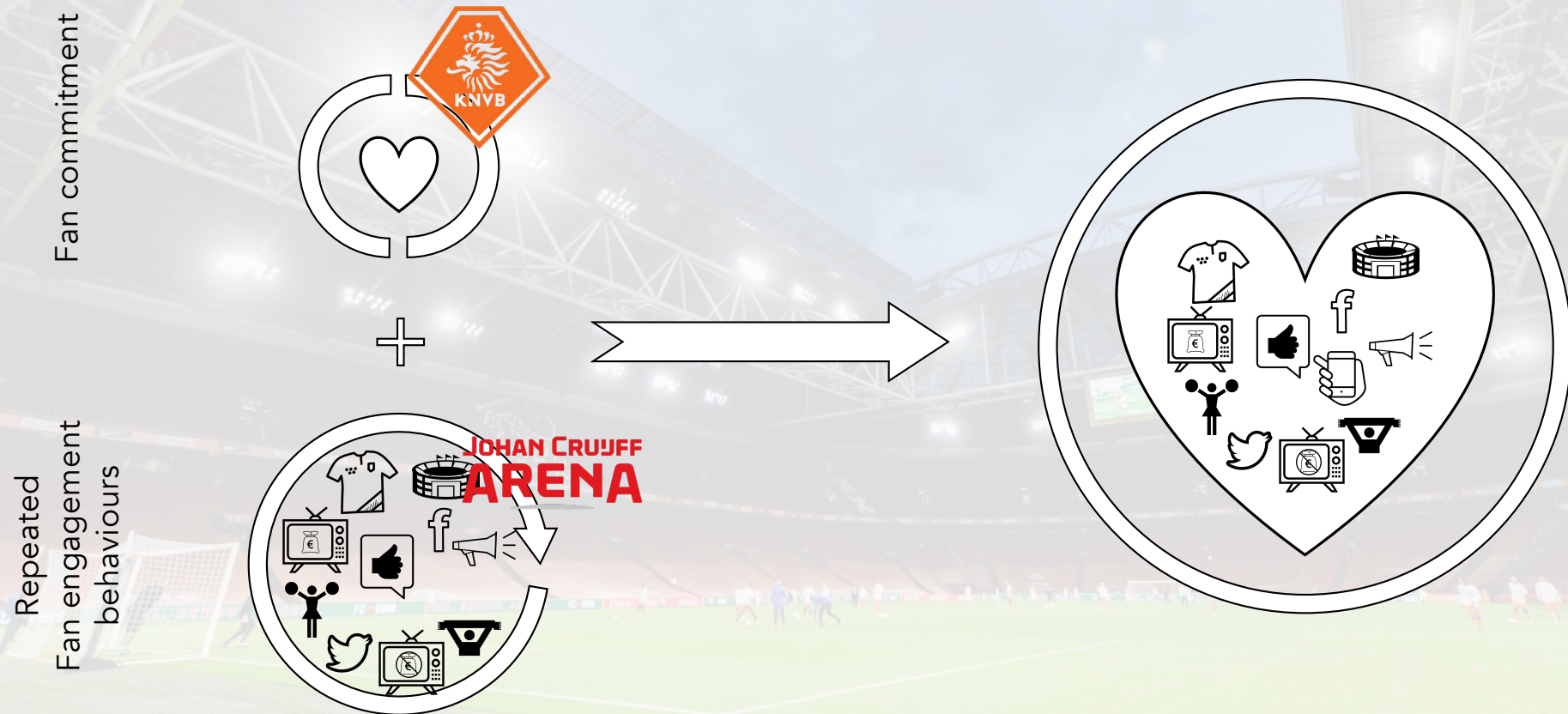
Online

Off-line



The two dimensions of fan loyalty

Fan loyalty



Reimagine sports

Challenges en innovatie

Hoe hebben we dit aangepakt?

FOOTBALL
INNOVATION
PLATFORM

Reimagine Football

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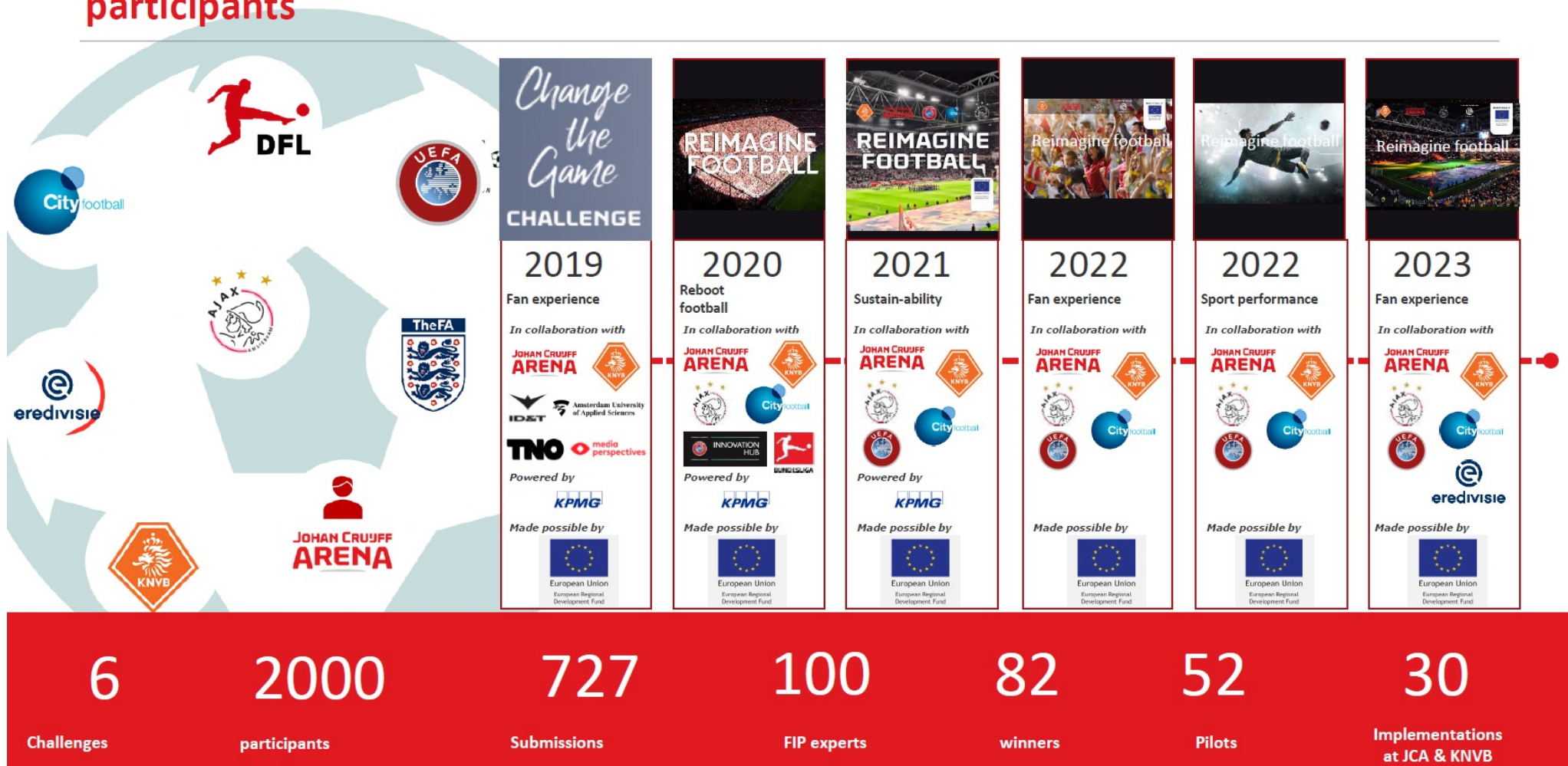


INNOVATION
HUB

KPMG



So far, the football innovation platform has hosted 6 challenges, with over 2000 participants



Jouw eigen ervaring

- **Kort(!) gesprek met buurman/buurvrouw**
Wat is het leukste sportevenement dat je ooit hebt bezocht? Waarom?

- **Welke ergernissen heb je?**

Fan engagement

In het stadion en op afstand



close

CLOSE

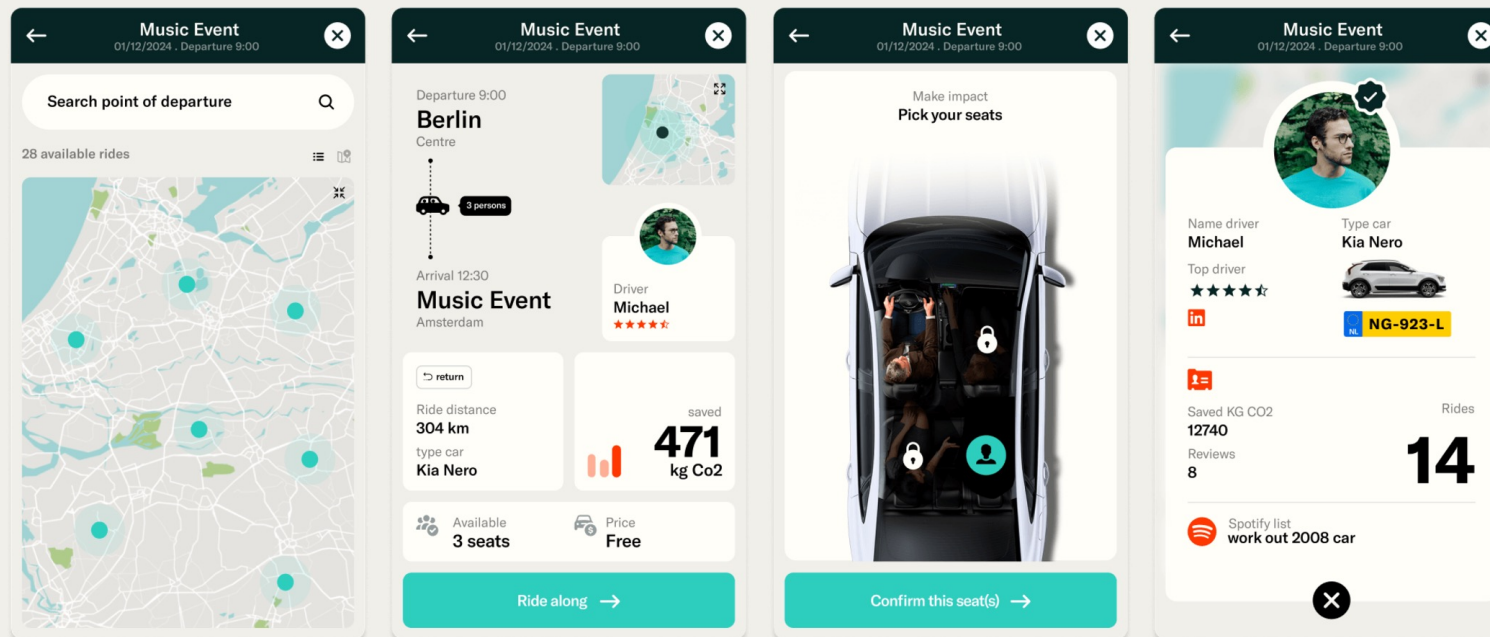
real-time hyperpersonalised communication





Slinger

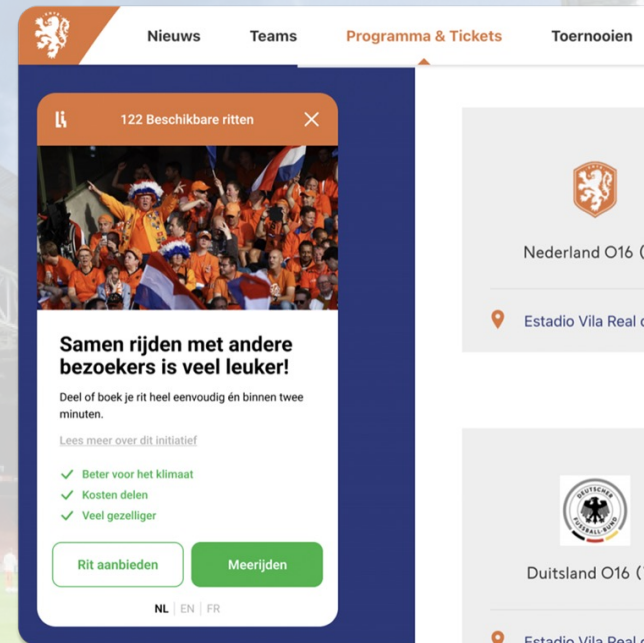
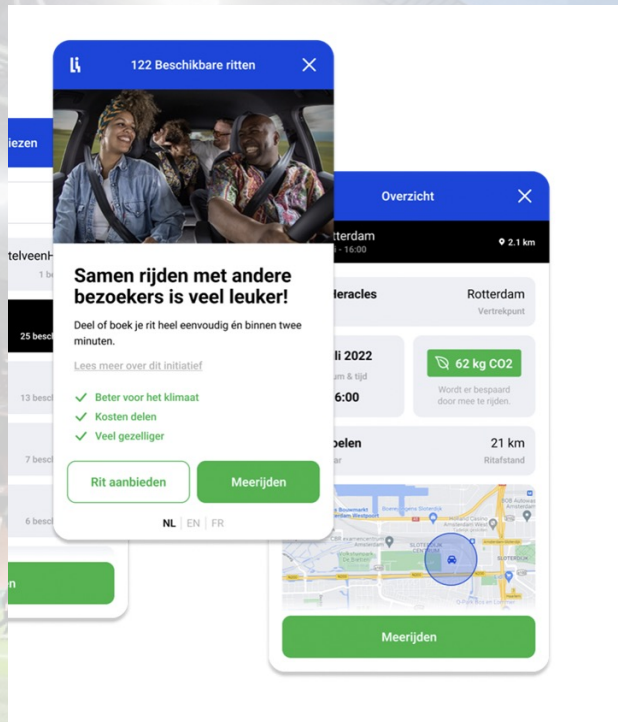
Fan-to-fan ride sharing





Slinger

Fan-to-fan ride sharing



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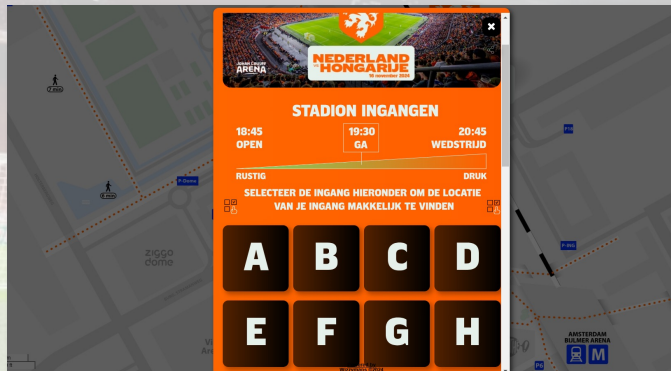
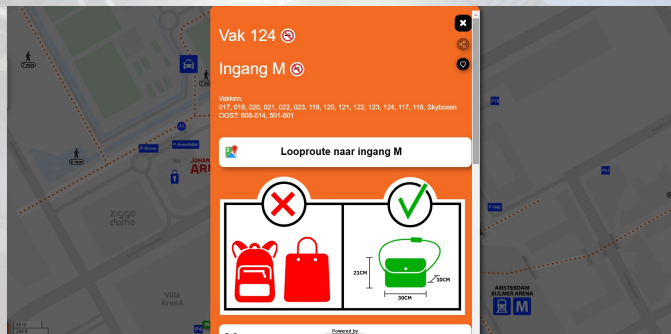
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Wizzymaps

Digital wayfinding





LEVY EUROPE

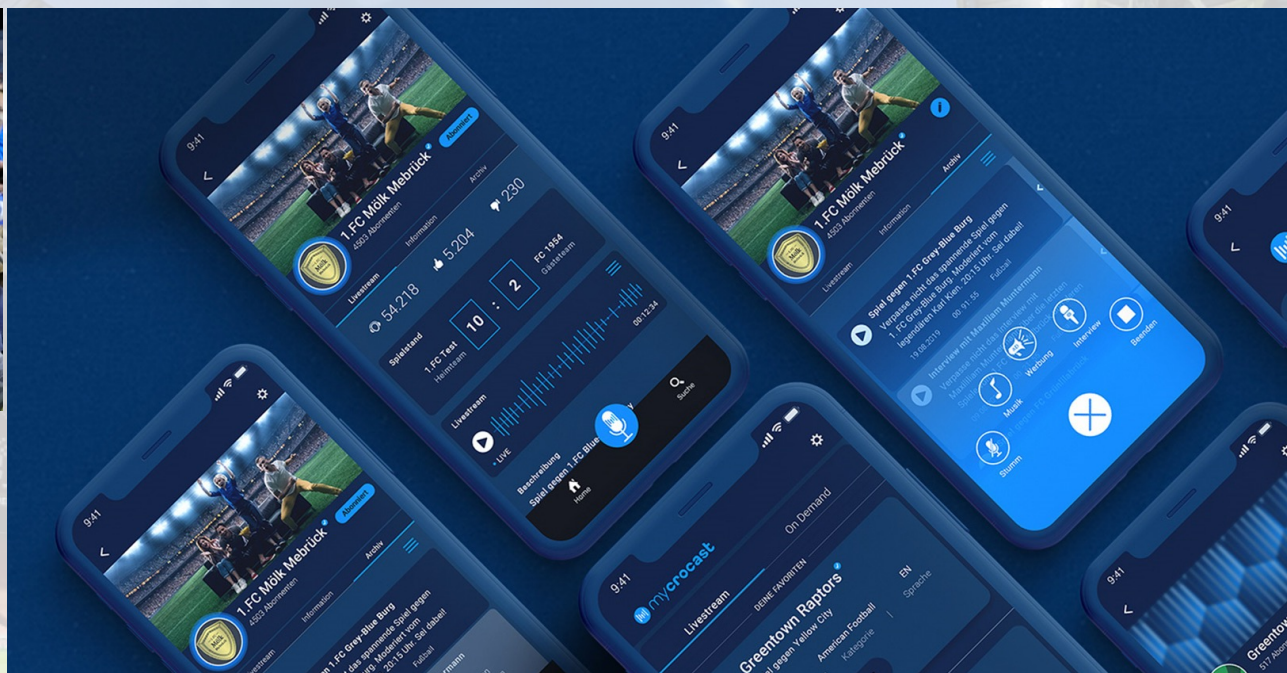
SELF-ORDERING & FRICTIONLESS BAR





Mycrocast

Serving visually impaired fans through audio broadcasts



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REIMAGINE FOOTBALL

LESSEN & TAKEAWAYS

- Challenges krachtig instrument, zowel intern als extern
- Successen vs. 'failures'
- Van challenges naar targeted scouting



DISCUSSIE

IN 5 kleine GROEPEN

1. Welke **innovatie of technologie** heeft jouw beleving bij een sportevenement positief beïnvloed? Wat miste je nog?
2. Hoe belangrijk vind jij het dat een club of organisatie jou als fan **persoonlijk benadert**? Waar liggen **grenzen**?
3. Welke technologie of data-oplossing zie je als de **grootste game-changer** voor fan engagement in de komende jaren?
4. Wat zouden we in de sportbranche organisatie kunnen **leren van andere sectoren** (bijv. entertainment, retail, toerisme) als het gaat om het creëren van een betere fanbeleving?
5. Denk aan de **toekomst**: hoe ziet fan engagement eruit in **2030**? Wat zijn de **grootste verschillen** met nu?

Fanbeleving Oranje Following Reimagine Sports





SHOWCASES THE IN STADIUM EXPERIENCE

"THE BEST OPENING
CEREMONY IN YEARS"

MATCH: 7,3
EVENT: 8,2
STADIUM: 8,1

SEE SOMETHING LIKE THIS MORE
OFTEN? 94% SAYS YES!

OPENING CEREMONY SCORES AN
8.3 AND THE PERFORMANCE AN
8.1

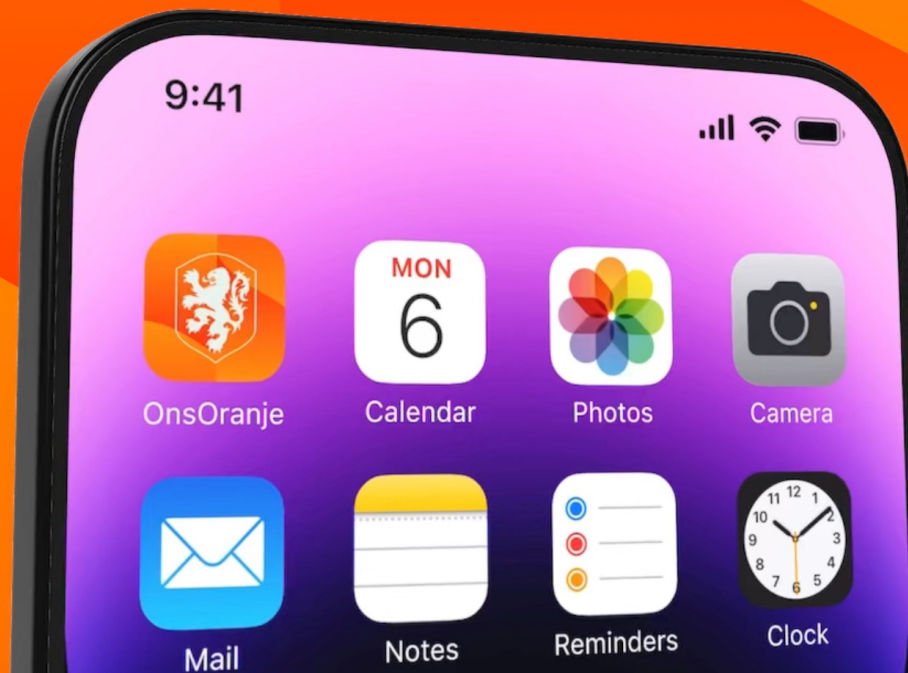


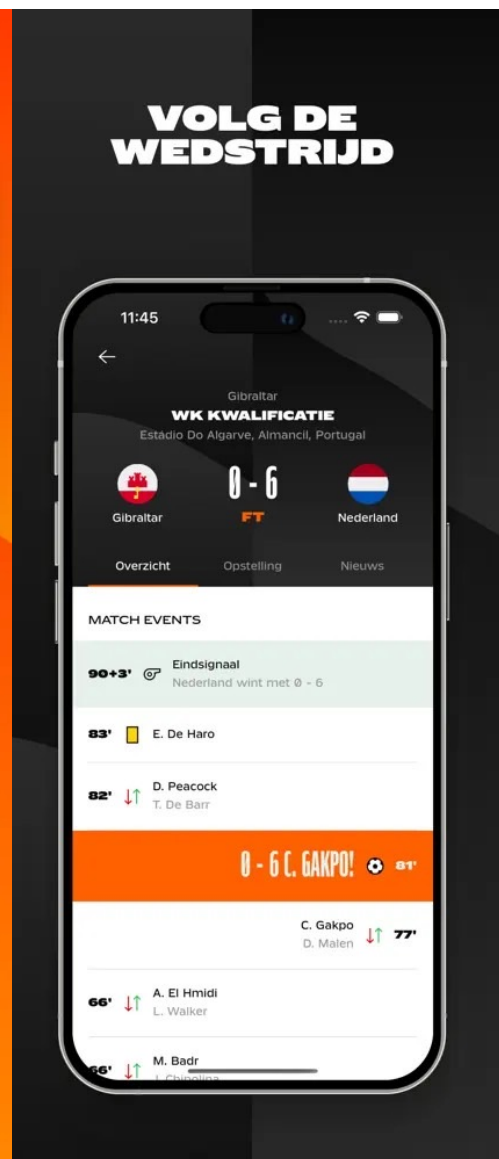
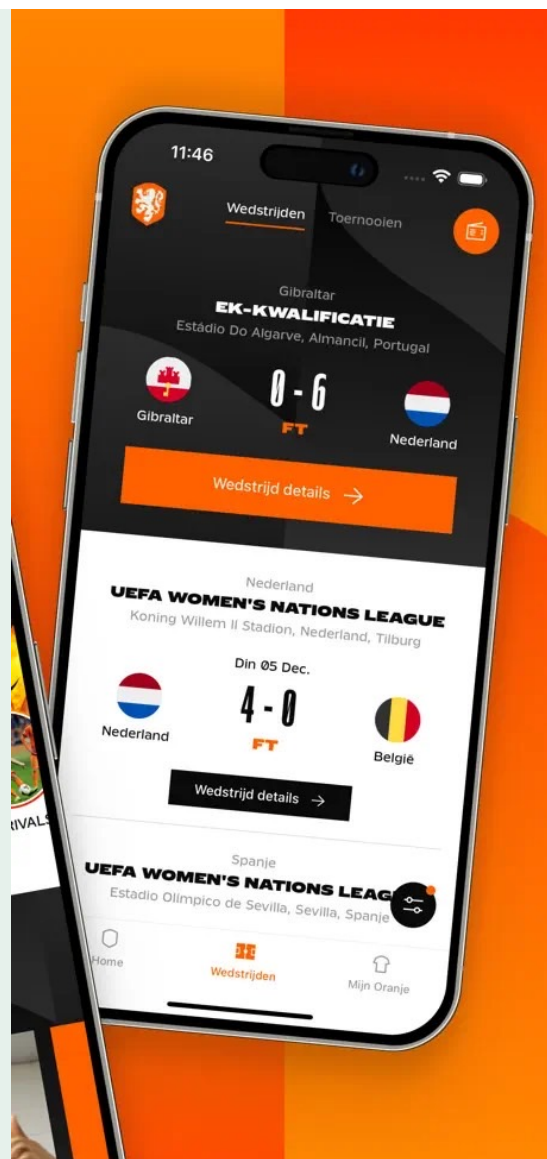
EURO 2024

#CREATEHISTORY

KNVB ORANJE APP

SINGLE SOURCE OF TRUTH



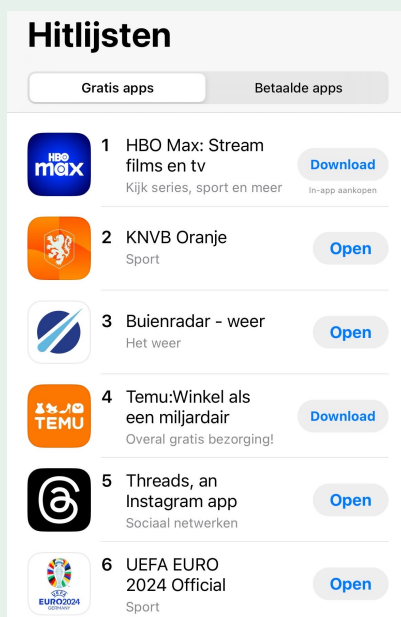
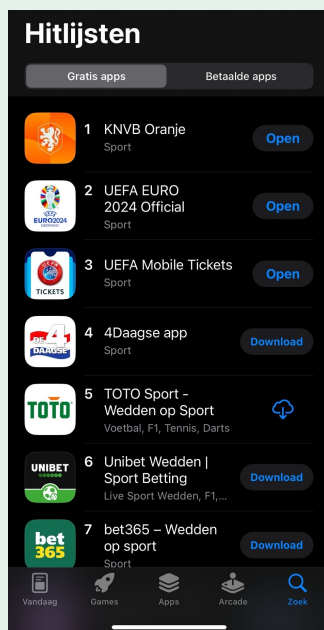


INSIGHT

IF YOU WERE PART OF IT
YOU'LL HAVE A STORY FOR
THE REST OF YOUR LIFE

RESULTS

OVERALL RATE
COMMUNICATION
VIA APP: 8.8



Future developments

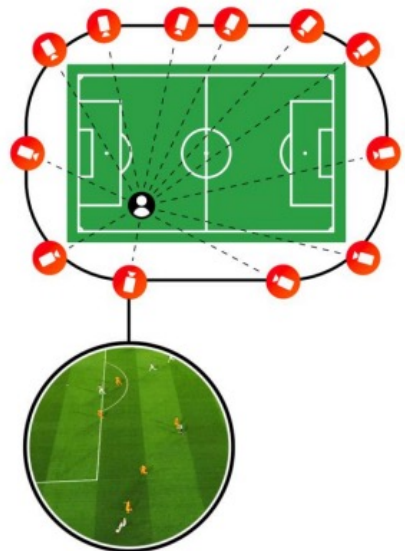
Technologie en data: performance & passion



**GEEN DOELPUNT
BUITENSPEL**

→ VAR ←





EPTS Camera Feed

Source: Hawk-Eye Innovations

OPTICAL TRACKING CAMERAS



Source: adidas

CONNECTED BALL TECHNOLOGY

FIFA®

SETUP OF THE SYSTEM INSIDE THE STADIUM

- 12 dedicated optical tracking cameras per World Cup Stadium
- All optical tracking cameras are 100% synchronised
- Official Match Ball "Al Rihla" with connected ball technology
- A new adidas suspension system houses a 500Hz IMU in the centre of the ball (+antennas)





5 SUGGESTED RULE CHANGES FOR THE FUTURE.



Kick in



Time penalties



Self-pass



Unlimited
substitutions



Net playing time

SKIP >>



AJAX



ANDERLECHT



PARIS SAINT-GERMAIN



FC NORDSJÆLLAND



SPORTING LISSABON



MANCHESTER CITY

Afsluiting

Learnings en toekomst

