

**TRENDS DRIVING  
THE FUTURE OF  
SPORT AND  
ENTERTAINMENT.**

**mongoose**  
SPORTS & ENTERTAINMENT



# THE OPPORTUNITY

With live in-person events having been few and far between, we have all benefited from 'phygital' products and experiences, as technology has helped a range of industries, not least sport and entertainment, continue to connect with, and reach their virtual fan. As momentum builds and audiences return to stadiums, festival and arenas, the technology, and digitally immersive experiences used to bridge the fan engagement and sports marketing gap, have now grown in importance. They are an integral part to not only the spectator experience, but for brands and rights holders to deliver more personalised and interactive experiences, particularly those built around immersive content, gamification, and social viewing, all driven by first-party data and AI.

Here are the top digital experience trends emerging in sports marketing and entertainment as we too emerge.

HERE ARE THE TOP DIGITAL EXPERIENCE TRENDS EMERGING IN SPORTS MARKETING AND ENTERTAINMENT AS WE TOO EMERGE.



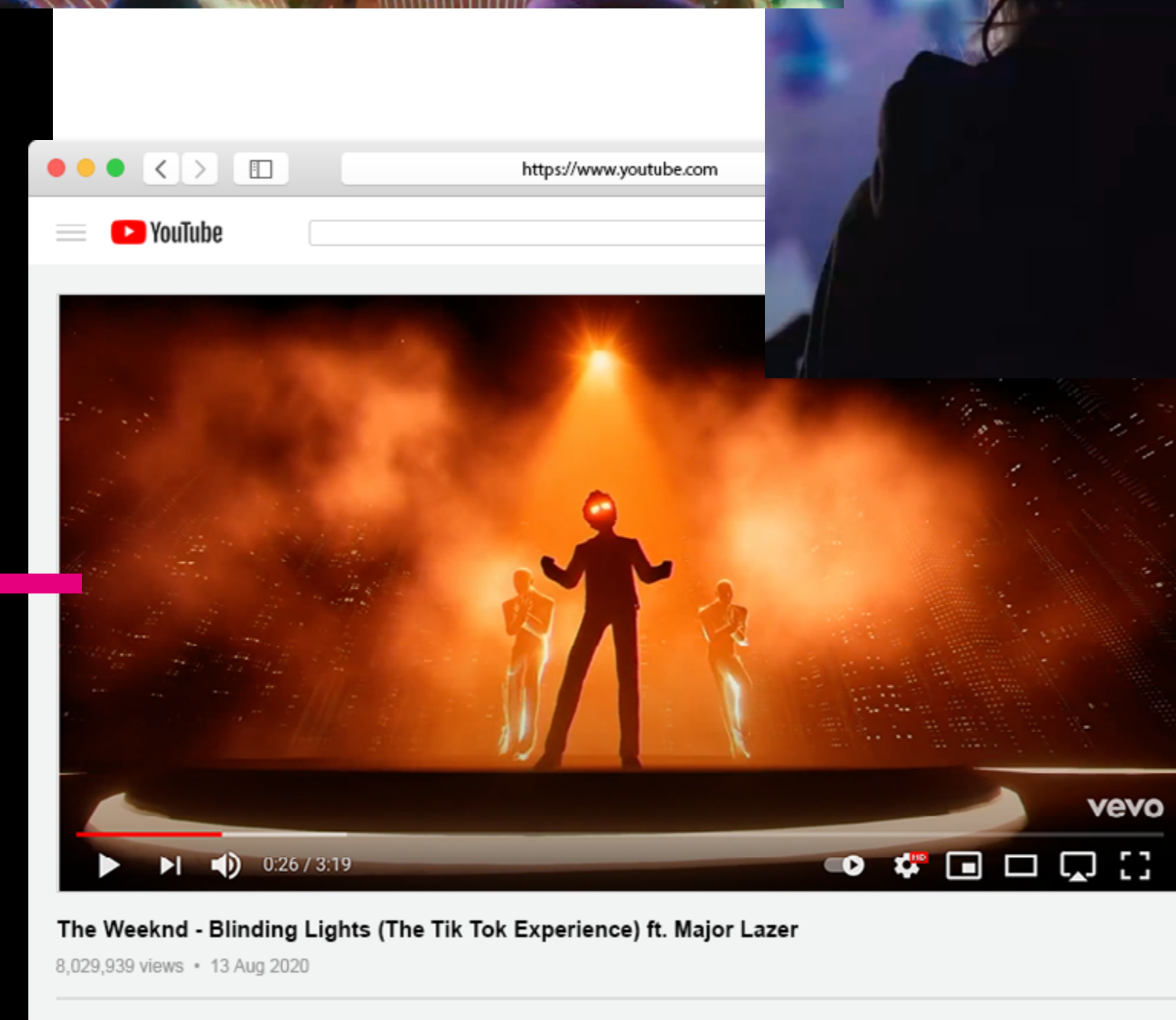
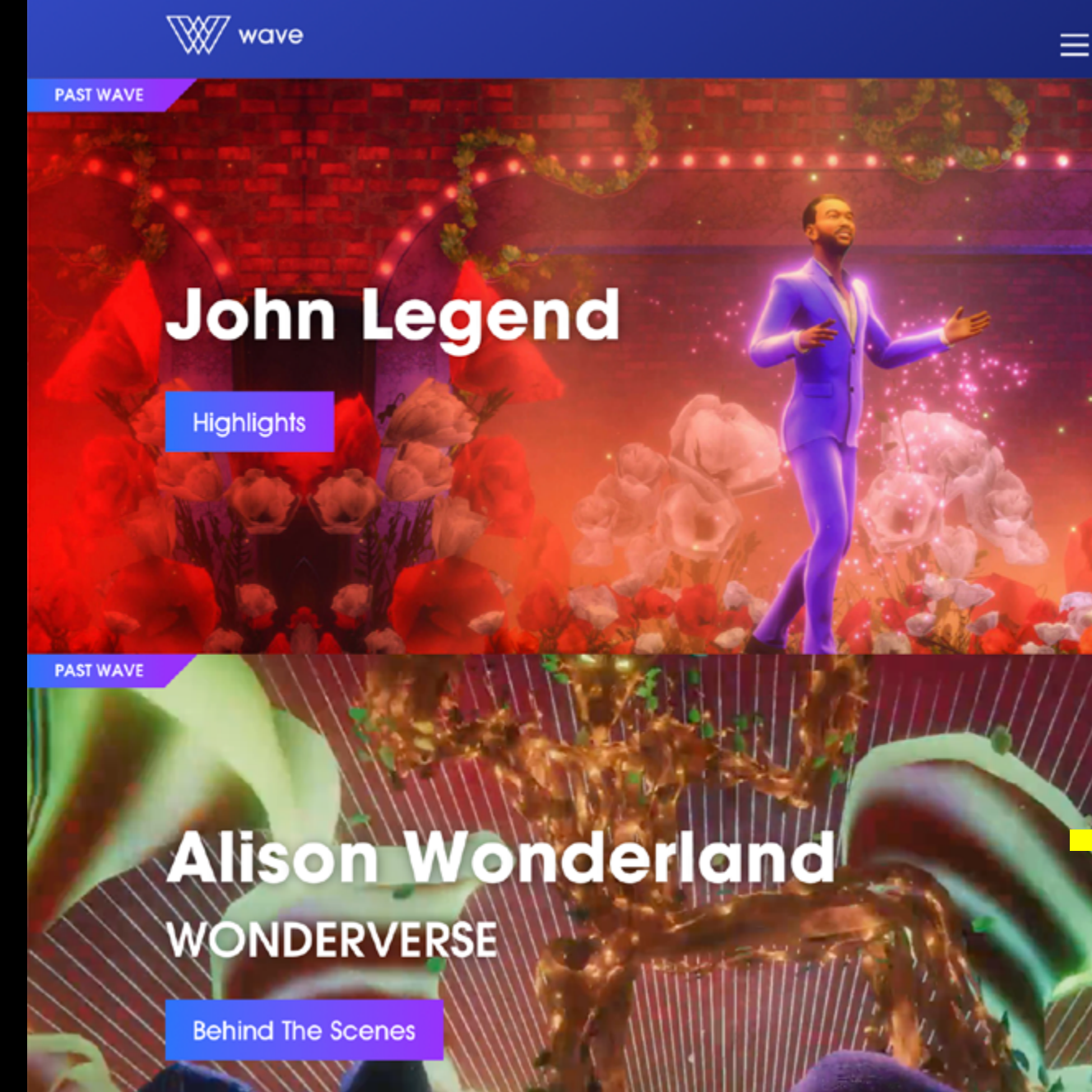


# TREND 01

## VIEWING EXPERIENCE

Fans continue to seek immersion outside (and often during) the live experience, with behind-closed-doors footage, on-line fan chats, how-to-videos, game walk-throughs, professional athletes and performers livestreaming and easily accessible on demand footage.

Direct-to-consumer platforms like **Wave** that deliver a personalised, live broadcast with options of real-time overlays, alternative video feeds and the opportunity to directly engage with stars no matter where or when, aren't just engaging digital audiences, they are re-shaping the future of live performance, especially the arts. And for all the hype, the blending of the physical and virtual worlds such as the much talked-about metaverse, will only but grow.





# TREND 02

## DIGITAL PERFORMANCE

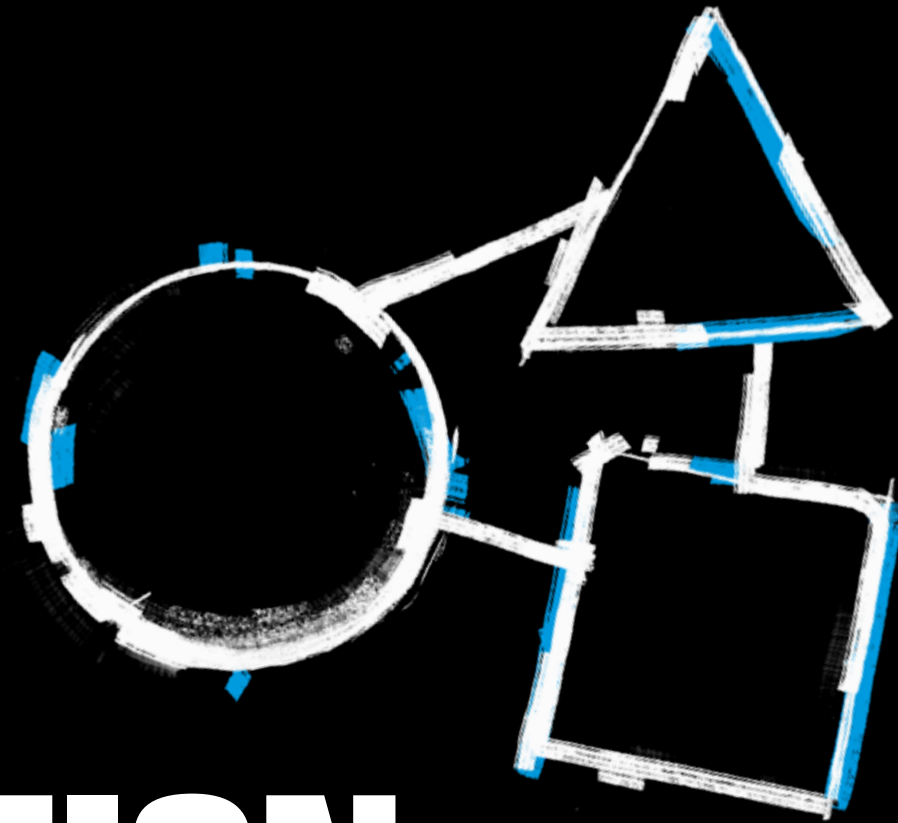
Self-optimising consumers are seeking insight into sport stars' performance secrets. Ever-more sophisticated interactive – from AR, to VR, to volumetric video – and immersive experiences are giving more realistic skill-sharing, getting people to invest in measuring their individual performance, receiving high-quality feedback, and training to improve their skills. The upskilling opportunity is huge, particularly for sports retail and e-commerce. Invest now in building virtual training experiences around your key talent and use performance data capture to make these initiatives as authentic and meaningful as possible.





# TREND 03

# HYPER-CUSTOMISATION



Increasingly, audiences want to watch and receive content specifically tailored to their personal preferences. Brands and broadcaster must design their media with hyper-customisation in mind. There are simple solutions: even offering the ability to co-stream and self-commentate matches via platforms like Twitch can be hugely empowering for fans seeking more active agency in their interactions with sports and entertainment.





# TREND 04 CONNECTED FITNESS



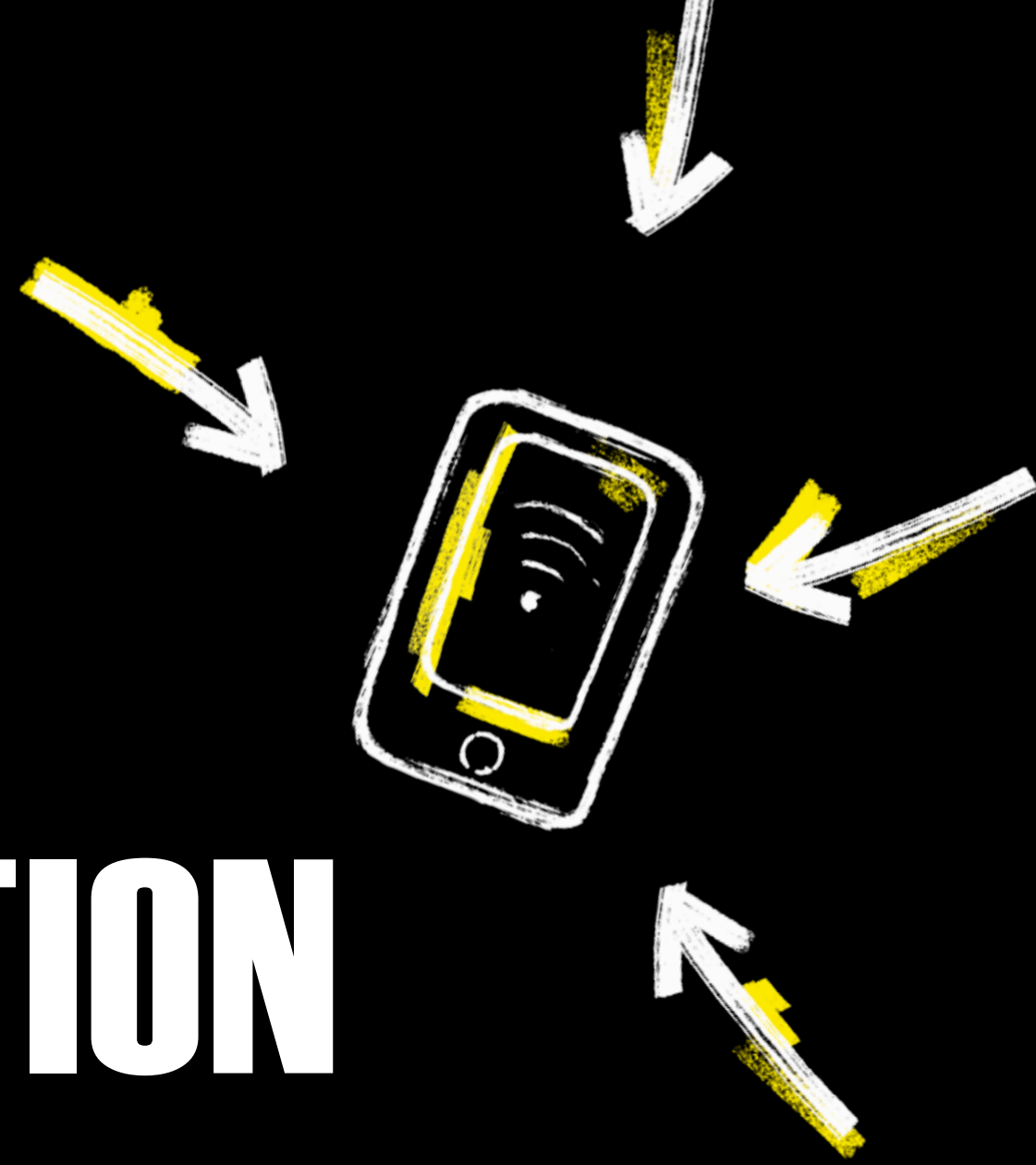
Specifically around sport, technologies for digital health, learning and practise will continue to grow rapidly. Every element of the physical and mental athlete journey, whether professional or amateur, including fitness, health, nutrition, wellbeing, mindfulness and strategy will get enhanced via data intelligence, AI-driven services, the power of connectivity, and community learning and motivation. Companies like **Whoop** and **Hyperice** are leading the way, as well as online digital fitness platforms like FiiT and **Gympass** to win over the new-age digital fitness consumer.





# TREND 05 NEXT GEN PARTICIPATION

Youth participation and the money spent by families is still a massive opportunity. Platforms that help facilitate transactions, engagement, interaction for talent, parents and coaches, in combination with adoption of AI learning and remote coaching, will be more and more key. These trends will lead to even more data collection, remote monitoring and integration of this data on platforms, and will ultimately lead to the democratisation of sports specifically, where learnings from professionals will be more widely accessed by amateur athletes and performers.





# TREND 06

# COLLECTIBLES

# COMMUNITIES & NFT'S



One big trend we're seeing is collectible trading to the next level. There's been a huge boom behind that recently, especially driven by the use non-fungible tokens (NFT's), the crypto certificates for digital works, that have already shaken up the art market and are now conquering the sports and entertainment world. While the NBA is currently selling digitally signed video clips of game highlights, Nike is planning to sell digitally certified sneakers – a blend of the physical and digital token world. Platforms that create, facilitate, market and distribute these types of products are growing and often play a dual role in that they bring together the sports and entertainment communities.





# BUT REMEMBER

**LASTLY, THERE ARE TWO THINGS TO REMEMBER HERE: THAT STRONG DATA INSIGHT AND A REAL UNDERSTANDING OF FAN AND AUDIENCE MOTIVATIONS, POWERED BY AI WILL SIT AT THE HEART OF MOST OF THESE TRENDS AND DELIVER WINNING STRATEGIES, BUT MORE IMPORTANTLY, THAT EVEN WITH A DIGITAL FIRST APPROACH, IT IS NOT ABOUT USING TECHNOLOGY FOR TECHNOLOGY'S SAKE. IT IS ABOUT ENHANCING THE CONNECTIVITY, EMOTION, AND PASSION THAT WE ALL YEARN FOR.**





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**OUT PLAYS THE COMPETITION.**

**WITH DESIGN, TECHNOLOGY AND EXPERIENCE, WE CREATE NEW OPPORTUNITIES TO CONNECT.** \_\_\_\_\_

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