



Digital Transformation of Sports Parks: Monetizing the New Stadium Experience

Welcome to an innovative journey exploring how to leverage digital transformation strategies to monetize a new stadium and its surroundings. We'll dive into cutting-edge technologies and cultural shifts that can revolutionize the fan experience and create new revenue streams.



por Jose Beltran



Objectives: Creating a 365-Day Entertainment Hub

Transform into an Entertainment Mecca

Convert every area of the club into a vibrant entertainment zone for families.

Year-Round

Attraction

Encourage fans and members to visit the stadium complex 365 days a year.

Revenue Diversification and Fan Engagement

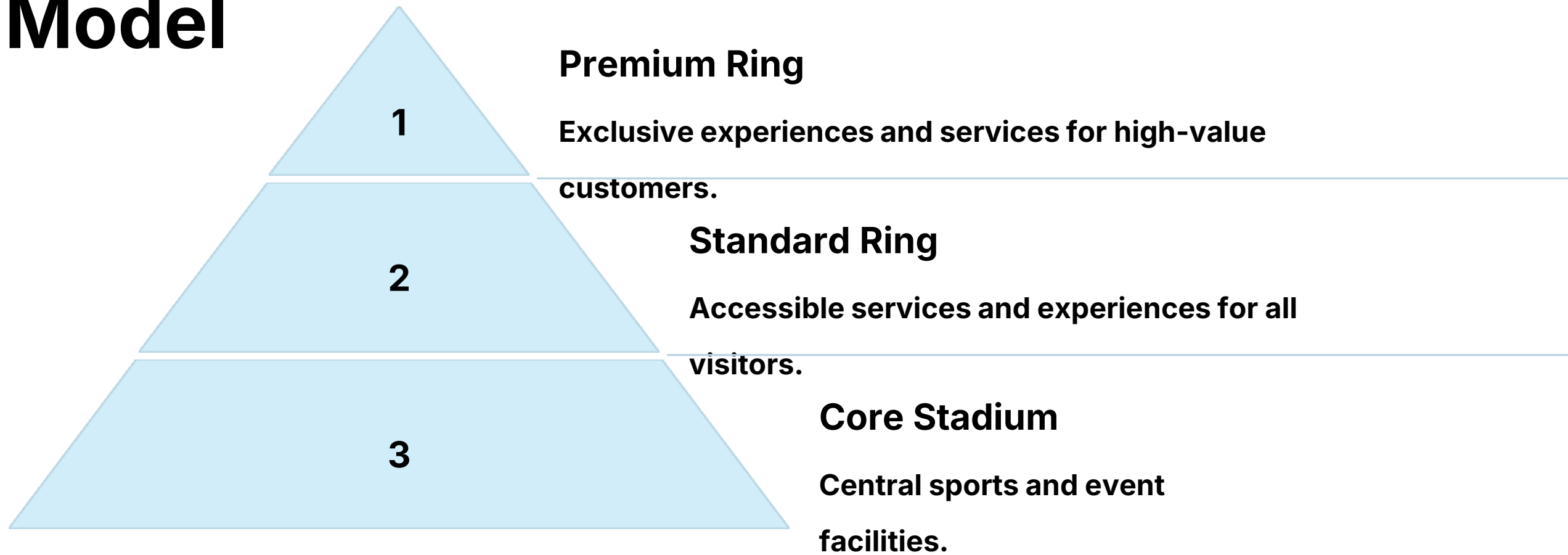
Expanding Income Sources

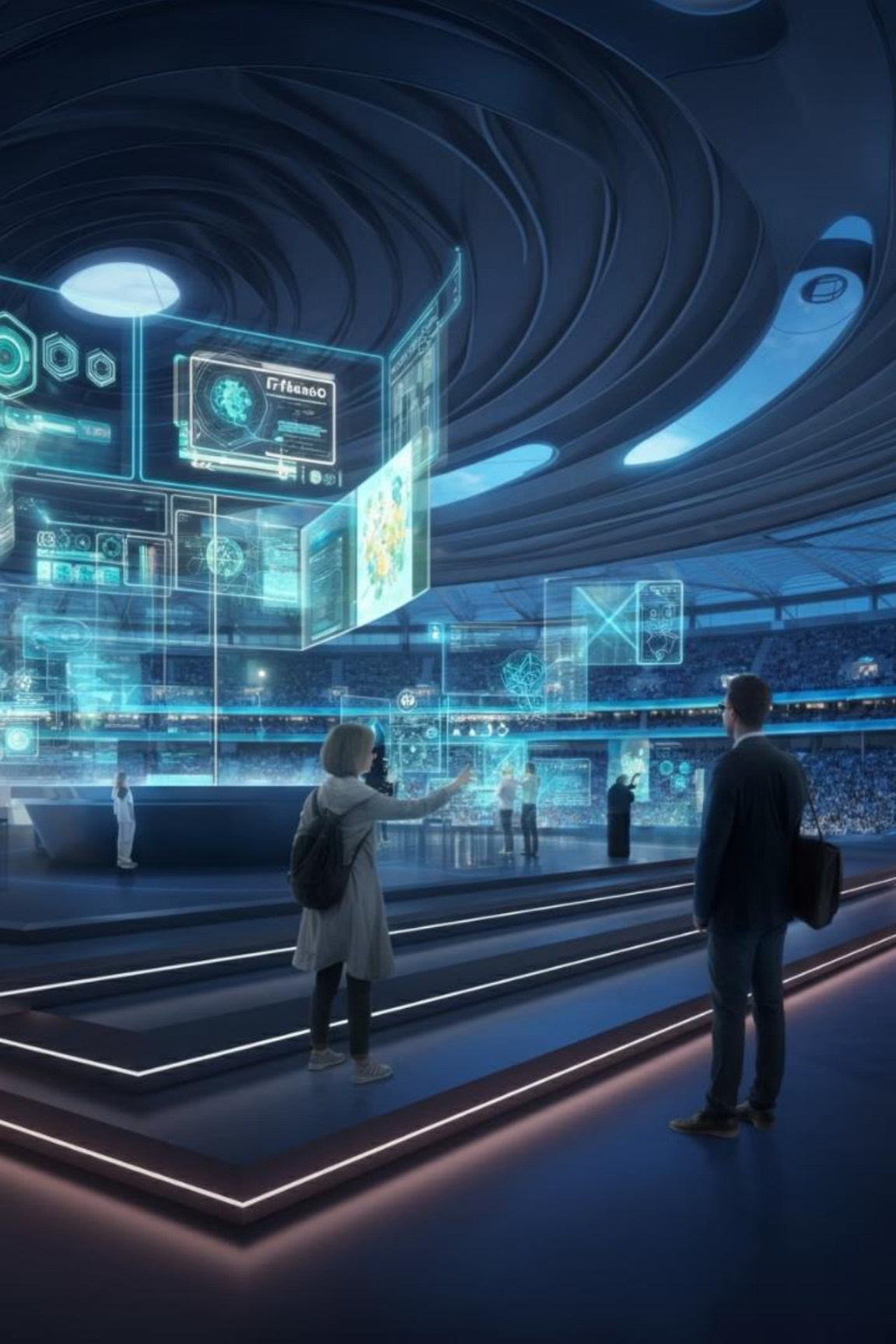
Introduce new revenue streams through luxury zones, e-sports arenas, and shopping areas.

Loyalty Program

Implement a comprehensive loyalty and engagement program to ensure repeat visits.

The Two-Ring Service Model





Technology-Enhanced Spaces



High-Speed Connectivity

5G and Wi-Fi 6 networks throughout the complex for seamless digital experiences.



AR Enhancements

Augmented reality features for interactive fan experiences and navigation.



Smart Infrastructure

IoT sensors for crowd management, energy efficiency, and personalized services.



The 360° Fan Experience

Unique in Europe

Create an unparalleled fan experience that sets a new standard.

Brand Potential

Leverage the club's brand to become a technological reference in sports.

Fan-Centric Approach

Prioritize fan satisfaction while optimizing monetization opportunities.



Addressing Current Challenges

1

Long Queues

Implement smart queuing systems and mobile ordering to reduce wait times.

2

Limited Data Insights

Deploy comprehensive data collection and analysis tools for real-time insights.

3

Technological Gaps

Invest in state-of-the-art fan experience technologies, including robust Wi-Fi.

4

Demand Forecasting

Utilize AI for predictive analytics to anticipate and meet fan needs.

The All-in-One App Solution

1

Unified Digital Experience

One app for ticketing, food, merchandise, and

more

2

Personalization

AI-driven recommendations based on fan preferences and

behavior

3

Seamless Payments

Integrated digital wallet for all stadium and online

transactions.

4

Real-Time Engagement

Live updates, exclusive content, and interactive features during events.

A Digital Boulevard

1

Time Chef APP

Pre-order meals from home for a seamless dining experience.

2

Smart Outdoor

Dynamic content displays for interactive information and advertising.

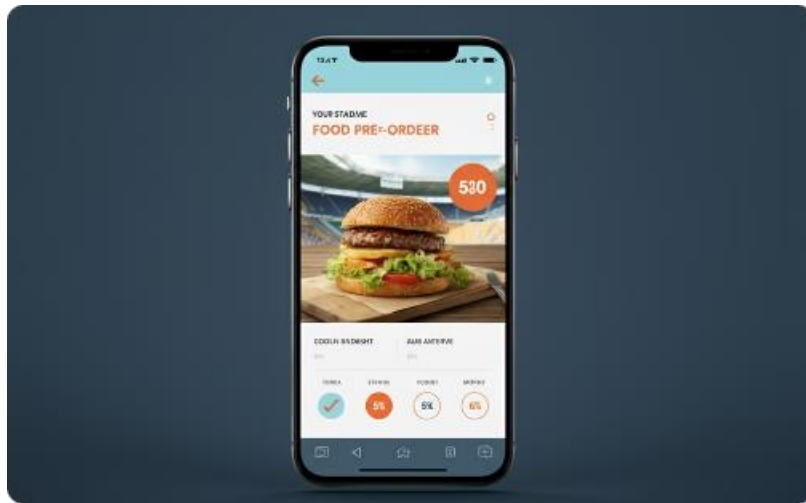
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Smart Kiosks

Self-service points for food, tickets, and merchandise.



Time Chef: Revolutionizing Stadium Dining



Mobile Pre-Ordering

Fans can browse menus, customize orders, and pay in advance.



Integrated Payments

Seamless transactions using the Barça digital wallet.



Data-Driven Insights

Analyze ordering patterns to optimize menu offerings and reduce waste.

Smart Outdoor: Engaging Digital Displays

Dynamic Content

Real-time updates on events, promotions, and fan engagement opportunities.

Interactive Experiences

Touchscreen displays for fan polls, social media integration, and games.

Targeted Advertising

AI-powered ad placement based on crowd demographics and behavior.

Wayfinding

Interactive maps and directions to enhance navigation within the complex.



Smart Kiosks: Self-Service Revolution

Multifunctional Hubs

- Ticket purchases and upgrades
- Food and beverage ordering
- Merchandise sales
- Information services

Benefits

- Reduced queues and wait times
- Increased sales through upselling
- Data collection for personalized offerings
- 24/7 service availability



Off-Stadium Fan

1

Official Stores

Integrate app functionality for seamless shopping experiences in physical stores.

2

Partner Locations

Extend digital services to affiliated businesses throughout Barcelona and globally.

3

Virtual Experiences

Offer exclusive online content and virtual stadium tours for global fans.

Conclusion: The Future of Stadium Experiences

365

Days of Engagement

Transform the stadium into a year-round destination for fans.

100%

Digital Integration

Seamlessly blend physical and digital experiences for maximum impact.

∞

Possibilities

Continuously innovate to stay at the forefront of fan experiences.

