

# Module 4. New digital trends

Image 1: New digital trends in sports.



Source: <https://www.zja.nl/en/trends-in-venues-of-the-future>

As Sheila Matatoros says in her article *Desafíos tecnológicos del deporte en 2020* (Technological Challenges in Sports in 2020) in the report *Sports & Entertainment Lookout 2020* from the French group Atos, world leader in digital transformations, the success and leadership of sporting institutions and organizations are linked to their ability to integrate every aspect of the business transforming people, processes and technology. Below she presents the main disruptive innovations that will change the sports entertainment industry in 2020.

## **Virtual and Augmented Reality**

Both technologies offer multiple uses in the sports industry. Augmented reality is already used to improve athletes' performance or to help referees to make fairer decisions, but the main benefit will be, unquestionably, the fan. Sports venues have a limited number of seats and augmented reality as well as virtual reality will allow the expansion of the capacity of the stadiums to the whole world. How? Creating immersion experiences.

TV providers can enhance their retransmissions developing a much more attractive product for the audience.

### **5G Network**

Connectivity is the key to digitalization and the 5G network capacity will be essential in the creation of new services which big sports institutions in the world are already working on. Last year, Camp Nou became the first stadium in Europe to have 5G coverage. A breakthrough that will enable the blaugrana club to explore immersion innovations through virtual reality to offer its millions of followers around the world the chance to see a game of their team in the living room of their houses as if they were in the Camp Nou.

### **Internet of Things**

Stadiums are a key factor in the digitization of the sports industry. Connected and smart venues that improve the fan experience before, during and after the event, and that allow the club to collect their fans' information to improve their experience. This will be achieved through the internet of things offering the fan a venue that is efficient, safe and capable of creating new customized experiences such as monitoring, in real time, the parking spaces available in the neighbouring areas of the stadium.

### **Gamification**

Gamification opens new channels to interact with the audience and turning it into active participants of games and challenges in which they compete with other users for a set of rewards related to the club. Through the use of smartphones and specific apps, sporting institutions offer an added value to their followers, reinforce engagement with its community, create emotions and improve the intimacy with the fan.

### **Virtual Assistants**

How would Alexa from Amazon be in a football club version? Virtual assistants will enable clubs to simulate real conversations with their fans giving customized service in their native language, and improving the sports inclusive capacity for people with disabilities. Other option is chatbots. This will allow fans to interact with their club through a conversational user interface in which they will feel that they are directly speaking to an employee of the club, even though this is not always the case. Both technological innovations will improve fans' experience and reduce costs for the club.

### **Machine learning**

Machine learning or automatic learning, associated to artificial intelligence, creates self-learning systems that enable the automation of specific operations reducing the need of human interaction. This advanced data analytics applied to the sports industry will enable the creation of customized services based on the information the sports institutions collect from fans and from

athletes' data. Machine learning can be used to predict results or to translate in real time. This is exactly one of the apps that the organizers of the Olympic Games Tokyo 2020 have targeted. Attendees to the Olympic Games will have the help of translation robots.

### **Blockchain against Tickets Resale**

Blockchain is changing the fans', athletes' and sponsors' roles. The technology based on blockchains offers a myriad of possibilities for the sports industry. From ticket sales to the direct interaction of the clubs and athletes with the fans.

The use of blockchain in the sports industry will also enable the end of ticket resale. The Royal Spanish Football Federation (RFEF for its name in Spanish) has entered a partnership with the Spaniard company Nodalblock to certify tickets traceability and avoid ticket forgery. Security is one of the greatest benefits of blockchain. It offers football clubs the possibility to end with subscriptions resale, a social scourge that especially punishes teams like Real Madrid and FC Barcelona.

Matatoros, 2020, <https://www.expansion.com/directivos/deporte-negocio/2020/01/24/5e1dc179e5fdea47038b45bc.html>

It is clear that the landing of digital technologies has changed the balance between sports and brands (teams, leagues, federations, events, players) to the point at which the fan is now the key; he is in the centre of the decisions of the business, technological and marketing teams.

Digital technologies are a principal element to improve the sporting experience, even more important than in other industries such as food, fashion and toys among others.

Let's see now some terms that have emerged with the technologies in the sports world with the aim of offering the best experiences and services to the fan:

- Social Media Interaction (online conversations as an active listening channel).
- Internet of Things (stadiums connected with the fans through the mobile, sensors to know the players' performance).
- Data Analytics (the analysis through Big Data can provide a lot of information about fans' behavioural trends).
- Mobile (apps for the game day such as video streaming services).
- Cloud Computing Service (services of cloud servers to support all the daily information about the stadium operations and the merchandising shops).

- Artificial Intelligence (through the analysis of data sales predictions, fans' behaviour, etc. can be read).
- Augmented Reality (enables the creation of a gamification environment for the fans through immersion experiences).

That is why in this module two important concepts on digital trends in sporting venues will be developed: Smart Stadiums and E-Sport. Both seemed really far away, but now they are a reality which almost every stadium is working on.

A Smart Stadium is a sporting venue connected with the fan at all times through different technologies that this digital era offers. The objective is to give the fan the greatest experience.

On the other hand, E-Sports has emerged as a way of entertainment with the upsurge of technology in the sports industry. As in other sports, it is ruled by agents and it has a special legal framework. New models of digital marketing for its communication and commercialization as well as ticket sale strategies should be specified.

# 4.1 Smart Stadiums

In this unit we will develop the concept of Smart Stadium and Internet of Things to see how a stadium can be completely connected, in an internal and external way, with the fan to offer him the best service.

Currently, there are clear examples of Smart Stadiums with different services. We can mention Allianz Arena or the stadium Levi's Stadium of the 49ers as examples. In these places, after undergoing a huge digital transformation, any interaction with the fan or consumer is digitized.

In the case of Allianz Arena, an evident example is how they manage the *parking* system and how they control the capacity of the place, so each car can have its space in an optimal way in the shortest time possible.

As we have seen, the objective of a Smart Stadium is to enable the necessary conditions for the fan to live the best experience through a stadium that is optimized and mediated by technology.

As Jesús Rengel says in his article Smart Stadiums, la tecnología en el fútbol y los estadios del futuro (Smart Stadiums, The Technology in Football and Stadiums of the Future), some of the aspect that will be reinforced through technology will be those related to security, food and drink service or waiting times the audience faces when entering the venue.

But the so called total experience can be regarded as the main-objective of Smart Stadiums. This is to be able to feel from the stands any kind of sensation as if each member of the audience participated on the grass.

The procedure consist of incorporating to the football player a software able to register movement and measure performance during physical activity. This method is already being used by Ajax in its games.

At the same time, the stadium is used as the place of connection between the player and the spectator using the Internet or a WIFI network. The spectator is the one who channels the communication of its environment during the live sporting event. The same software allows Amsterdam Arena to measure other aspects such as grass health or even fans' beer consumption during the game.

A fusion of the player, spectator and stadium through startups that makes up an emotional symbiosis so that all the people in the venue enjoy the show as if they were part of it. This is the final objective of developers in their attempt to offer an experience different from normal when attending a football game.

The reconfiguration of the stadium as 'Smart' provides new functions to the sports complex, and improves its functionality as regards security, entertainment, accessibility and mobility when visited by any user.

Source: Smart Stadium, n.d., <https://blog.terranea.es/smart-stadium-tecnologia-estadios-futbol/>

**Image 2: Technological assistance in different moments.**



Source: Smart Stadium, n.d., <https://www.symbiote-h2020.eu/smart-stadium/>

Let's see some elements a Smart Stadium offers, this means a stadium connected with the fan:

- Seat upselling (the chance to upgrade for a better experience).
- Special technology for venue security (for example, drones monitoring the stadium accesses).
- Augmented reality experience (for example, being able to replay a scoring play in the mobile).
- Click & Collect - Food and drink delivery to the seat (ordering food and drink using the mobile and delivery in the seat).

- Premium experiences (for example, taking a swim in a pool in the stadium while watching the game).

**Image 3: The Anatomy of Fan Experience.**



Source: IBM, n.d., <https://www-03.ibm.com/press/us/en/photo/48146.wss>

FCB has a great potential to become benchmark in Smart Stadiums with its new Espai Barça. It is important to highlight that the stadium and venue model of Espai Barça, in terms of monetization, should work as a Disneyworld. This is, a place where the customer, the fan goes not only to see a game but also to enjoy it from the morning to the afternoon, and constantly consumes the greater number of products and services providing him with a simple payment method.

The Smart Stadium ecosystem should take into account different important points that should be intertwined and that will help, from the point of view of revenue, to manage the venue. Let's see them:

- It has to be connected to a *ticketing* unit, in turn it has to be linked to a food sale and control unit as well as a *merchandising* unit to manage stock.
- Any interaction with the fan or any action in the stadium has to be traced and downloaded to the whole big data model the stadium is working with.
- It has to offer the greatest number of payment methods so the customer can purchase.
- It has to have a high level of security on the access control and capacity.
- Lastly, the Smart Stadium has to be connected to a fans and members management platform, a CRM, to know the behaviour and interaction with the Smart stadium from the beginning to the end of the event.

We will see next some challenges that need to be met in a Smart Stadium:

## Technology

There are stadiums that have a low level of information control and these are places where, second after second, loads of data to process is generated. Information is generated in the venue, in the field, in the accesses, in the seats, in consumption, in expenses, in peak hours, in member or fan's requirements, and if all this information is not being controlled, we should start working on the definition of data collection strategies.

Some stadiums still have little technological advance at user experience level. An example of this is not offering Wi-Fi service in the venue and at the current times, when fan experience is vital, this is clearly a pending issue and a point to urgently work on. Each stadium should be adapted to new technologies.

## Consumption

When considering consumption levels, we should analyse if the consumption inside or outside the stadium is being measured. Currently, it is a need to measure it since it will have an impact on the anticipatory capacity we will have to offer the fan a better experience or product. On that same line, an important challenge to respond to in Smart Stadium is the long queues in the accesses to purchase *tickets*. It will be necessary to work on this point to improve times and in this way the fan invests time in enjoying and not queueing.

## Payment

A Smart Stadium will enable, if connected to a platform, to make online reservations and the customer, wherever he is, will be able to recharge its digital wallet so later he can pay in the stadium without taking any cards. In this way,

lines and waiting time are reduced, and the customer can comfortably use the venue.

Besides, Wallets allow to have a direct communication with the fan.

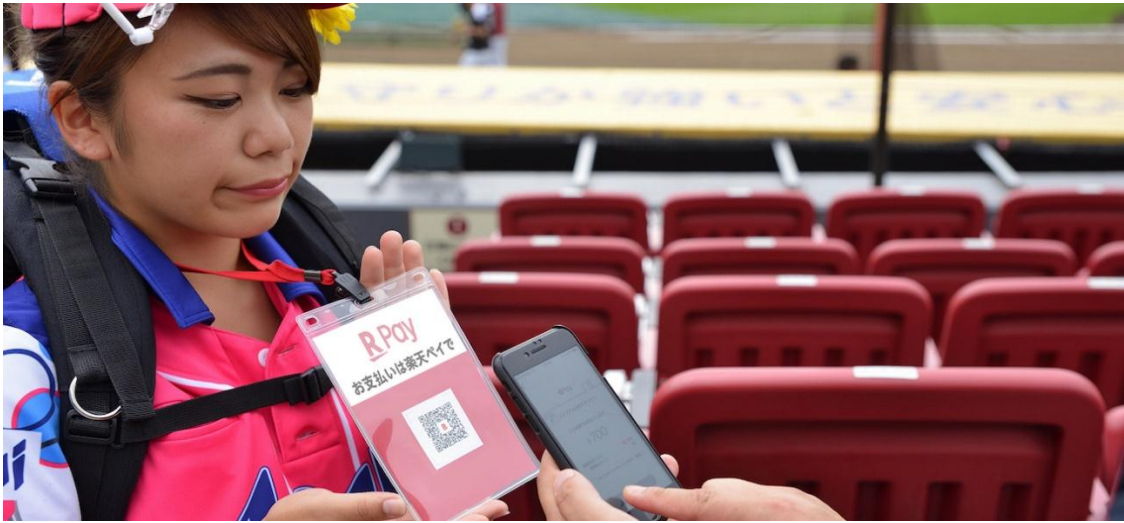
**Image 4: Digital Ticket BARÇA.**



Source: FCBarcelona

A benefit for the club, in financial terms, would be to have *Cashless* models in which the customers can charge money, for example. On the other hand, if there is registered and updated information of storage rooms as regards a greater stock control, of what is in stock and what is missing, the customer will have a better experience and this is what will expand the club beyond its limits. And if the Smart Stadium has hundreds of points of control, at the end it will have a Big Data model which will become, after filtering and segmentation, a Smart Data model.

**Image 5: Cashless.**



Source: The Stadium Business, 2019, <https://www.thestadiumbusiness.com/2019/01/15/rakuten-roll-smart-stadium-concept/>

The most important projects facing a Smart Stadium seen start with the connection between the fan and the stadium, the use of customized technology, a record and a link with online access to all the information about what is happening.

For this model to be successful, the complete venue should be fully equipped with NFC technology (*Near Field Communication*). A wireless short reach and high frequency communication technology that enables the exchange of data among devices, and allows the customer to pay even if there is no connection.

On the same line, machines, like kioks, could be placed. These show content, special offers and the customer has also access to an e-commerce to order any item that could be delivered at any point in the Smart Stadium.

**Image 6: Barça Smart-Kiosk.**



Source: FCBarcelona

**Image 7: Barça Smart-Kiosk**



Source: FCBarcelona

To conclude, a Smart Stadium:

- Gives the chance to be at the forefront of stadiums management and user experience. The stadium will have a powerful tool to collect fan's data and ensure fidelity if the app is the centre of the connection between the stadium and the club.
- Goes hand in hand with new technology and innovation. It requires a quick adaptation to technology trends to be in contact, offer and cover the fans' services.
- Requires, at a human and cultural level, an expert team on venues, sales, digital content, and especially on data exploitation.

Some projects that could be developed in a sporting venue and go in line with a Smart Stadium are:

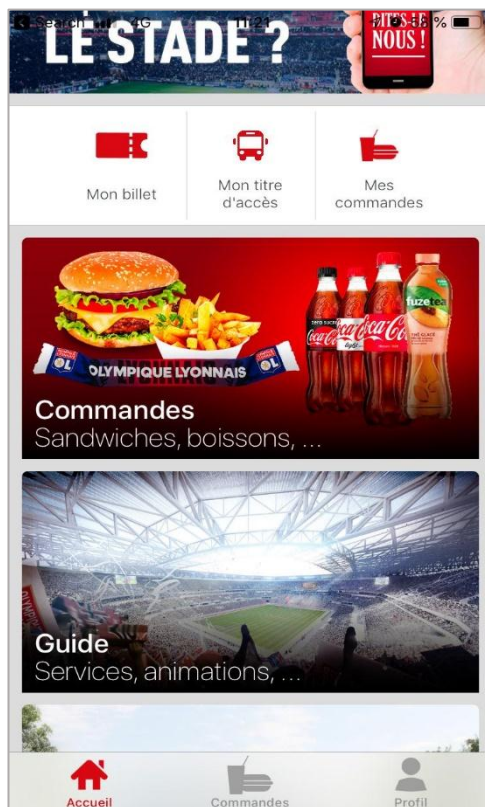
- A platform connected with the fan that allows the collection of data and the sale of products and experiences.
- *Click and Collect* or *Click and Enjoy* programmes which allow the user, the fan, to order a shirt, a scarf, or a menu while enjoying the match and then pick it up without queueing or have it delivered in his seat. These click and collect services multiply in stadiums in France and it is a service that works very well.

Image 8: Click and Collect.



Source: FCBarcelona, <https://www.fcbarcelona.es>

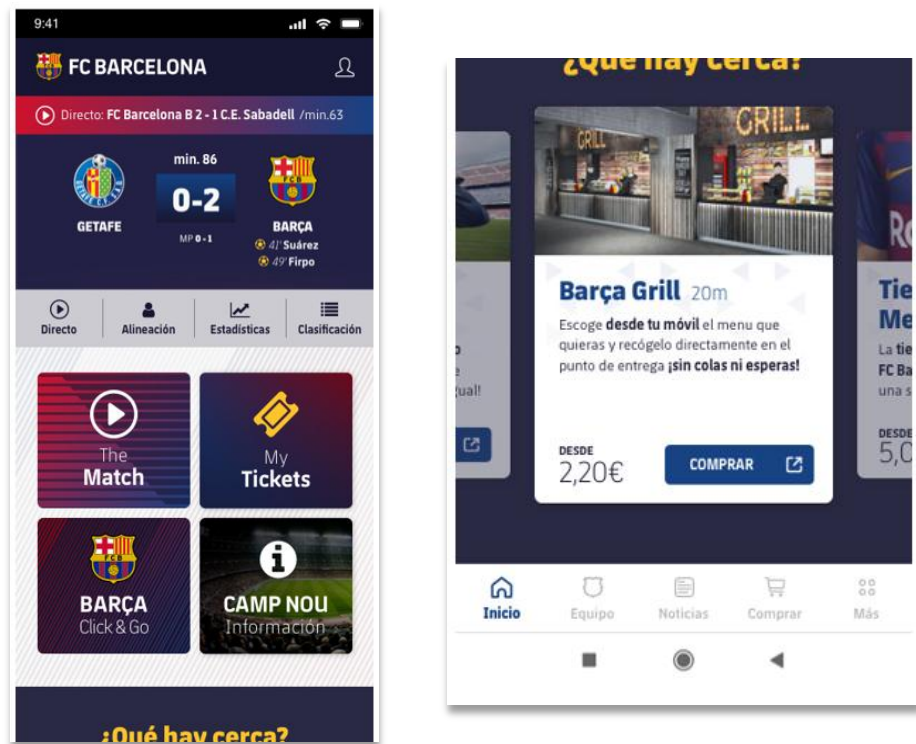
Image 9: Click and Collect



Source: Official App of Olympique de Lyonnais

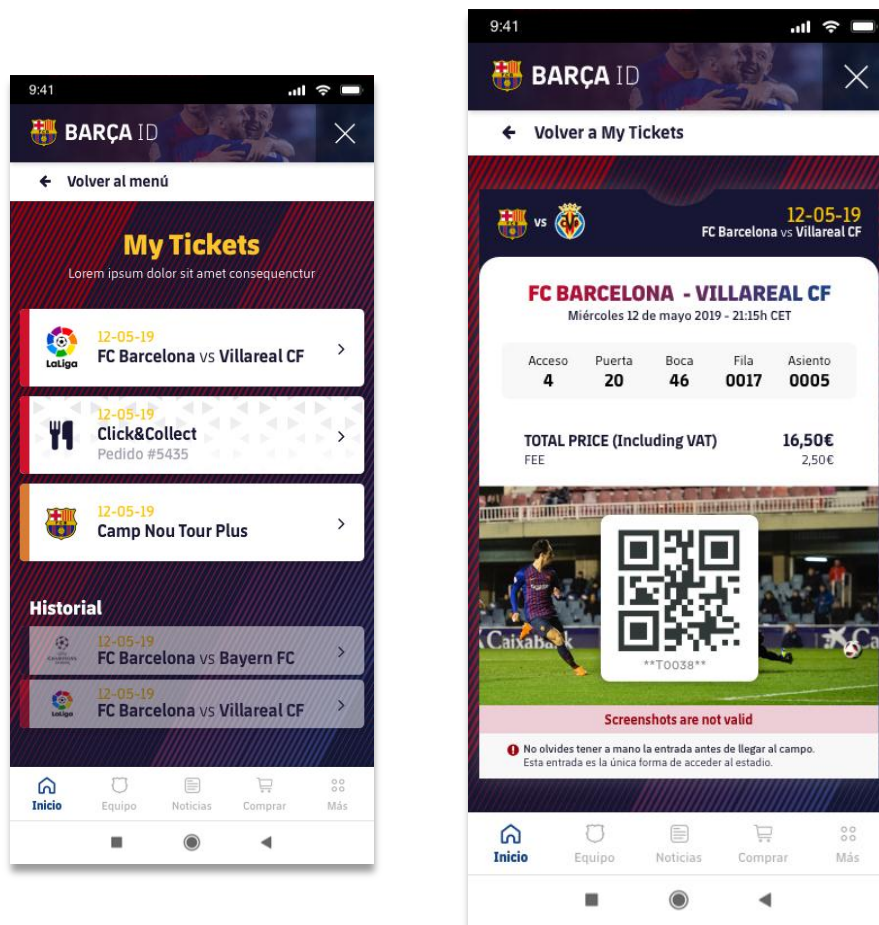
- *Smarticket*, by which any *ticket* has to have a mobile format, a wallet format and this will allow a single channel communication with the customer in order to give him any necessary information.

Image 10: Smarticket.



Source: FCBarcelona

Image 11: Smartticket.



Source: FCBarcelona

- *Cashless*, so that the customer does not have to carry coins or cards and by using a little wrist or an app in the watch, for example, he could make any kind of payment.

Image 12: Cashless watch.



Source: FCBarcelona

Image 13: Cashless card.



Source: FCBarcelona

**Image 14: Cashless wrist.**



Source: A cashless stadium solution for the Saracens, 2015, <https://contactlessintelligence.com/2015/05/05/a-cashless-stadium-solution-for-the-saracens-with-gemalto/>

- Projects related to new food areas to help update other areas of the stadium.
- New communication technologies to be worked on different stadium models. To get the connection between the fan and the stadiums, clubs should set up to 5G technology.

**Image 15: 5G Technology.**



Source: Tecnología 21, 2019, <https://tecnologia21.com/qualcomm-dispuesta-negociar-apple-5g>

So, multi-sector projects to everything that takes a Smart Stadium are: having a good CRM, a good payment system, a good connectivity in the stadium, a good analysis of data, and a good e-commerce. A good app and a good brand perception are external factors that will help achieving the objectives to reach that stadium architecture.

Next, we will see a FCB example: the restoration of the Barça boulevard, a place where you can stroll and see different products. It is an interesting example because different digital transformation lines have been specified to work with the concept and model of Smart Stadium.

The new Barça Rambla is a project of architectural transformation of the current boulevard, where there will be a big coffee shop named Barça Café. This will be the star area on the game days, and with this area Fútbol Club Barcelona can be enjoyed in a different way.

Let's see the special characteristics of the project:

- ✓ A Barça app will be developed and it will enable the customer to order the menu from home before arriving at the stadium.
- ✓ Another transformation line will be the Smart Outdoor. Screens with dynamic content that offer the customer interesting information for them at all times since they are connected to his mobile.

#### Image 16: Smart Outdoor.



Source: Digital Signage Helps Live Sports Venues Elevate the Fan Experience, 2015, <https://insights.samsung.com/2015/07/27/digital-signage-helps-live-sports-venues-elevate-the-fan-experience-video/>

**Image 17: Smart Outdoor.**



Source: Digital Signage, n.d., <https://www.peerless-av.com/pages/digital-signage>

- ✓ Smart Food Kiosks. New self-service machines that allow, on the game days, to show dynamic content and they activate food offers. When it is not a game day they show dynamic content of Barça products such as *ticketing and merchandising* combined with other food offers.

**Image 18: Smart Food Kiosks.**



Source: FCBarcelona

In short, the final objective of this digital transformation inside the Smart Stadium or the Smart venue is the creation of revenue whether it is a game day or not.

In order to achieve this, key aspects are data collection, online and inside the venue, and improvement of the customer-fan experience. This will raise the *customer experience* level, as the fan receives it, and that will also enable *cross-selling* with other products of the club.

## 4.2 E-Sports

E-Sport, eSports from now on, is a way of entertainment, not a sports as such, but, at the same time, it shares a lot of functional characteristics, ways or models of work and incomes that are very similar to football. This is due to the fact that there is a stadium with four people playing video games, and the stadium is full of people watching and spuring what is happening. This stadium was filled through ticket selling that is why it is similar to what happens in a club when there is a football or basketball game or any other sporting event.

As IPMARK article, named Formación para eSports, una industria de 1.100 millones de dólares (Training for Esports, a 1.1 billion dollars industry) says:

Full stadiums, lights and big screens. It is not a music concert, it is not an NBA game. They are video games competitions known as eSports. A phenomenon that meant a revolution for the leisure industry, and has turned video games into an entertainment show at a world level. In the joysticks, professional players who compete to be the best.

But, what is interesting in watching a group of young people playing video games? At a world level, it has an interest of 453 million spectators. At a local level, over 5.5 million. Spain is number twelve in audience in the world according to the Libro Blanco de los eSports (White Book of eSports) of the Asociación Española de Videjuegos (Spanish Video Game Association). An industry that in 2019 made over a billion dollars, 26.7% more than the previous year, according to Newzoo consulting company.

If you are not a millennial or from Z generation, maybe all this sounds strange to you because the eSports are dominated by an audience between 21 and 35 years old, and they are mostly men (71%). Thanks to platforms as Twitter or Mixer these electronic sports beat daily records with millions of online fans who are connected to the Internet only to see them. In 2017 the world final of League of Legends was seen by 75 million viewers tripling the audience number of the NBA final. A year later, this competition swept the audience again reaching 100 million.

This information explains why the sector attracts technology brands such as Orange, Vodafone or Movistar that are the main sponsors of the teams that compete in Vodafone Giants and Movistar Riders. But brands specialized in technology are not the

only ones interested in the industry. Domino's Pizza, Carrefour, Mahou San Miguel, Adidas, Mapfre, Philips or even Louis Vuitton have joined the industry. From IAB claim that "it will increase since advertising investment in eSport in Spain is expected to be of 175 million euros in 2020."

As a business, and taking into account the advertising investment they stimulate, electronic sports have focused on a new maturity stage that needs qualified professionals able to blend data about the audience, targets and teams with profitability and return on investment.

From a digital and advertisement point of view, brands highlight the potential these sports have, but at the same time, underline that "one of the challenges the market faces in 2020 is related to the profile of the professionals who work in the sector." This is a factor that needs to be taken into account since it is forecasted that there will be an increase of up to 1 thousand workers in the whole sector in 2020 (players included) only in Spain, according to AEVI (Spanish Video Games Association).

Source: Formación para eSports, una industria de 1.100 millones de dólares, 2020, <https://ipmark.com/cursos-formativos-esports-una-industria-de-mil-millones/>

### **Image 19: E-Sports Event.**



Source: Los e-sports, 2020, <https://www.mediomultimedia.es/los-e-sports-campeones-del-confinamiento/>

This new way of entertainment that will reach every sporting venue as it is part of the new sports entertainment era, brings new revenue models since even though there is not a physical football game, there is a virtual one using videogames. It is not coincidence that big world teams such as PSG, Fútbol Club Barcelona or other teams already have their eSports teams.

Besides, if this activity was paramount and its increase was foreseen, it will be greater after the pandemic and lockdown that have affected the world. This is the way the article *Los eSports se presentan como un escaparate fiable para las marcas ante el Coronavirus (ESports as Reliable Display Windows for Brands Facing COVID-19)* in ReasonWhy puts it.

Let's see some important points to develop there:

The lockdown is sharpening inventiveness. Spending a lot of time at home and cancelling many hobbies and activities. Maybe this period is being useful for many people to start new activities and discover tastes, or even talents unknown to date. Also, the demand of leisure activities, such as cinema, series or literature, that were frequently consumed before the crisis have been triggered, but now they have seen an increase in their use, even they have won new users. In this context, gaming is one of the most recurring entertainment activities the world population engages in these days.

A study carried out by Telefonica shows that since the beginning of the COVID-19 crisis to Sunday, 12th April 2020 (last celebration day of Holy Week), internet traffic on its fix network (IPNetwork) has experience an increase of 30%, which constitutes the same increase in a whole year under normal circumstances.

The telecommunications company points out that teleworking and distance education are two key factors in this new paradigm, but also highlights that during Holy Week "there was an increase in the use of gaming services, especially on Thursday 9th and Friday 10th April." Also, another study performed by Sensor Tower shows that the downloads of games apps have increased by a 51% in Spain since the COVID-19 spread; it is far away from the 89% increase in China, but above countries like Italy (36%) or the USA (29%). Information that shows the increasing demand on video games among users during the lockdown.

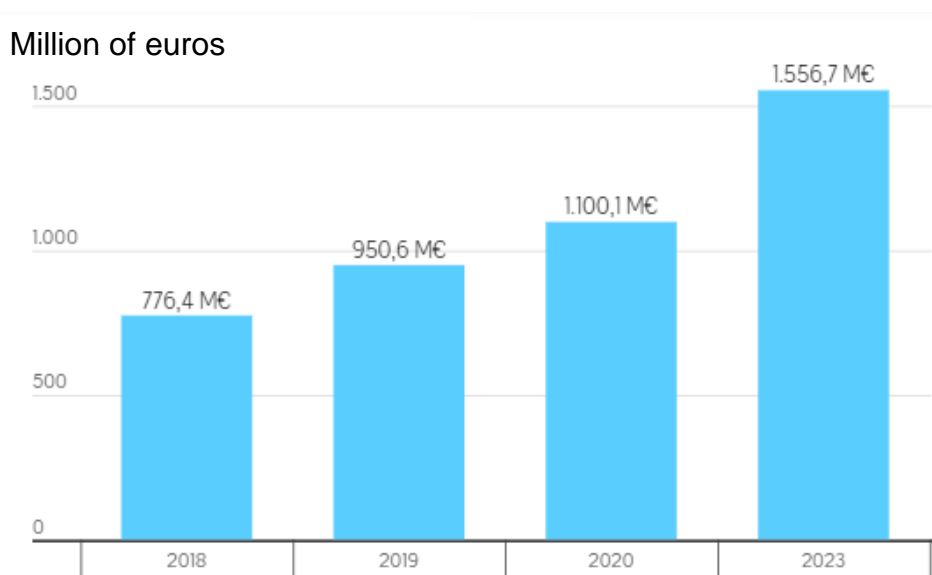
Gamers seem expectant of new digital options and adventures. According to *The New York Times*, the *shooter* (shooting game) 'Doom Eternal' got over 100.000 players on the Steam platform during the first weekend of its release (March, 20th). The emulator 'Animal Crossing' has also



turned into a real phenomenon with over 1.8 million sales on its three first days in the Japan Nintendo Home Market.

According to the last report written by GES and GSIC (Global Sports Innovation Center), eSports are growing at 15% year-to-year rate, and it is expected that for 2020 the sector generates 1.1 billion dollars..

**Image 20: ESports Global Incomes and Estimations.**



Source: Reason Why from Global Esports Market Report and Newzoo, 2020, <https://www.reasonwhy.es/actualidad/esports-alternativa-escaparete-publicidad-marcas-coronavirus>

The vast majority of revenues comes from brands sponsorship but we need to keep in mind that *“in this industry there are a lot of actors. The companies that develop hardware, the players, the audience, the clubs, the platforms, the venues where the games take place, the event organizers, telecommunication companies and the cities where the events are held. We are in front of an industry that is booming”*, claimed Carlos Cantó, CEO of SPSC Consulting and Board Member of the Asociación Española de Marketing (Spanish Marketing Association.)

The eSports industry has its own advertising media such as specialized streaming platforms like Twitch (from Amazon) that have become the main gaming channel and eSports emissions. *“It is estimated that during the first week of the lockdown the*

*videogame traffic tripled", the study carried out by Arena Media" Lo que el Covid-19 no ha cambiado" (What Covid-19 has not Change) points out. It also highlights the fact that Twitch has doubled the number of viewers, and that Steam has beaten "a new world record with 20 million players connected at the same time".*

According to the information collected by Stream Hatchet and published by the agency Play the Game, from March 9th to 22nd the audience in Spanish language Twitch channels increased by a 150% compared to the previous year and by a 32% compared the previous week. Taking it to numbers: *"During this period 30.5 seen hours were registered with an average of 90.774 viewers in all the channels in Spanish. Some of them gathering 175.000 people in peak moments", the agency Play the Game explains. Numbers that have also been seen in the followers increase of these channels during March "some of them going over 70.000 followers in only three days."*

Source: Reason Why from Global Esports Market Report and Newzoo, 2020, <https://www.reasonwhy.es/actualidad/esports-alternativa-escaparate-publicidad-marcas-coronavirus>

In eSports, it is expected that a group of players achieve objectives related to challenges set by the video game, so that eSports is, in a certain way, in the video games industry as well as in the events industry.

It is important to highlight that it has already been foreseen that, in a couple of years, one of the main sources of incomes for a club will be eSports, so new opportunities for businesses that should be analyzed and seized are open. For example, new incomes related to eSports sponsorship emerge for the club, new merchandising related to these events as well, and even video games with the brand of the sporting club and the video game. Competitions will be organized and professional organizations will control this issue revolutionizing, in some way, everything known about sporting events.

**Image 21: FCB E-Sports team.**

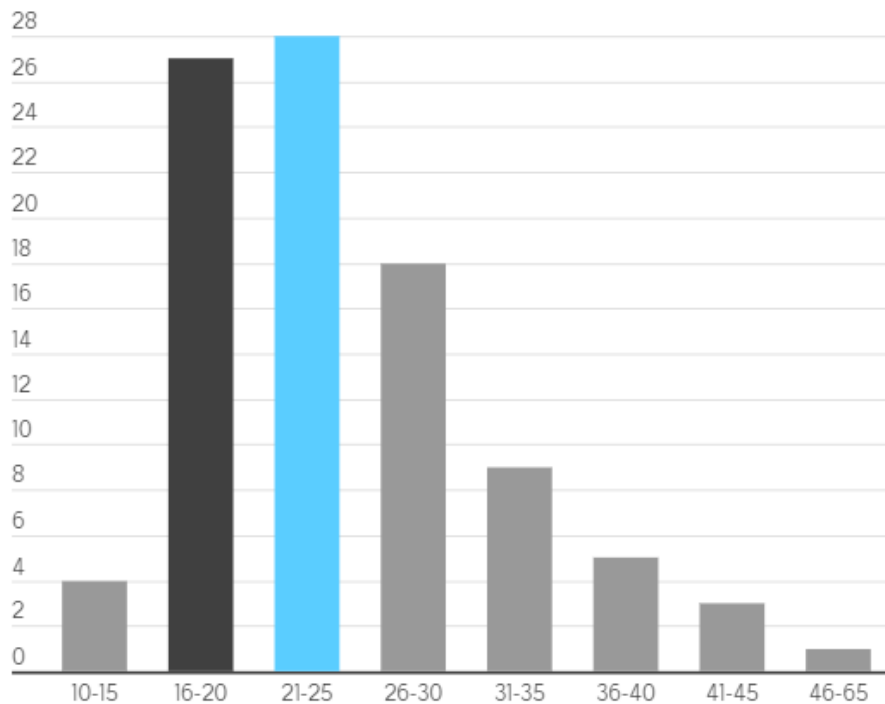


Source: fcbarcelona.es

Esports is no longer labelled as a limited niche. Any sporting club or digital company can get involved. In fact, today it is considered as the golden goose for sporting clubs since there are millions of fans who follow electronic sports in streaming channels. And this will continue to increase with the new generations for whom technology is an essential part of their lives.

Currently, the fans in this segment are between 25 and 35 years old, they are full-time workers and they have median or high median incomes so they are financially independent and consume mainly online content. As they consume online content, these customers are reached through digital channels, social networks and apps, among others.

**Image 22: Esports Audience by Age.**



Source: Reason Why from Global Esports Market Report and Newzoo, 2020, <https://www.reasonwhy.es/actualidad/esports-alternativa-escaparate-publicidad-marcas-coronavirus>

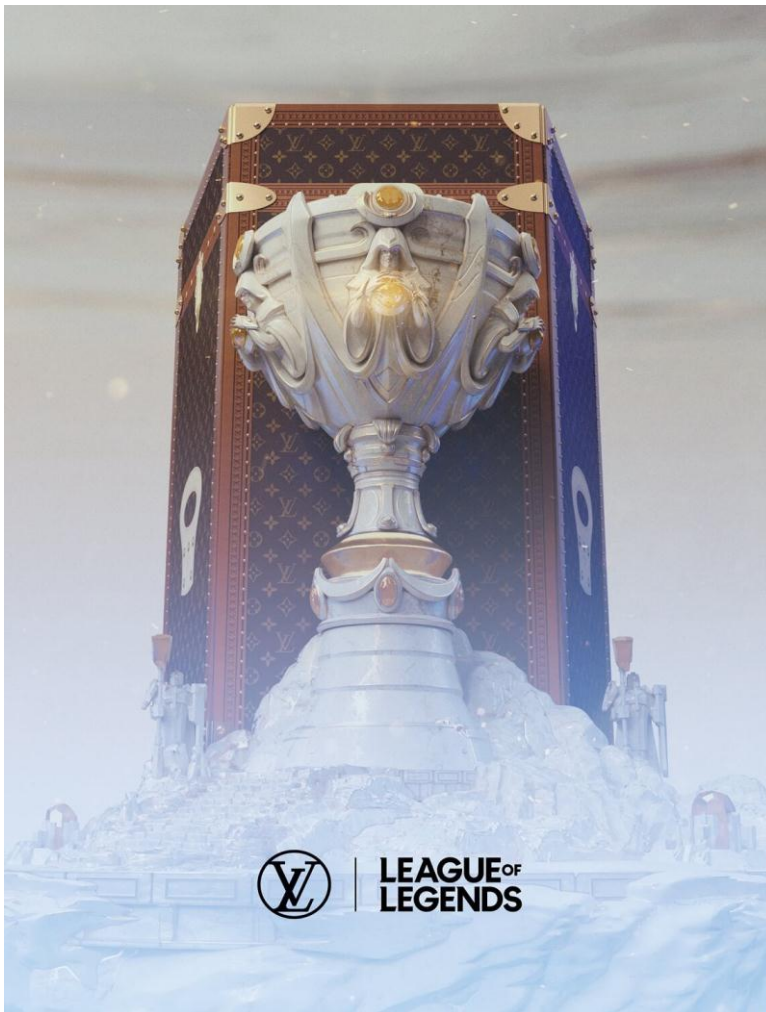
An interesting piece of information about the eSports spectator, is that he has two special characteristics: passion and enthusiasm that is why there is not a big difference between an eSports and a real football fan.

All this will clearly introduce new products and services design models as well as communications management, sales and new marketing strategies, so not only the sporting clubs but also other industries penetrating into eSports will be forced to reinvent themselves.

A strategy to develop and work on is through digital video platforms such as YouTube or other platforms where there are dozens of streamings broadcasting video games. For example, Movistar and other OTTs that are already offering channels only for eSports.

As regards advertising, for example, Louis Vuitton, the bags brand has incorporated in different video games shapes, objects, and material with its brand as an advertising method. This was achieved through a sponsorship agreement between Louis Vuitton and an eSports brand.

**Image 23: Louis Vuitton Ad in eSports.**



Source: Baúl Louis Vuitton de la copa summoner, n.d.s.f., <https://es.louisvuitton.com/es-es/articulos/baul-louis-vuitton-de-la-copa-summoner>

Another example can be seen in the video game Fornite where different virtual players wear Nike trainers. The game has become a new window shop for Nike that, at the same time, is sponsoring Fornite and generating revenues in that way.

Image 24: Nike Ad in Fornite.



Source: Epic Games y Nike se unen para traer zapatillas Jordan y nuevos mapas a Fornite, 2019, <https://es.digitaltrends.com/videojuego/nike-en-fornite/>

This activity will also create the emergence of new legal, sponsorship and ticketing actors in sporting clubs, and it will require training in those areas, so new special study programmes related to eSports will be needed.

An important piece of information to highlight: eSports will not only take place in stadiums but also through the mobile. Using a mobile will enable people to be part of an eSports team and play with four people to compete versus a whole other world. And, at the same time, that game will be streamed to the globe.

The truth is that many clubs have already created their eSports teams and they are competing, and the trend is that in the future there will be only eSports sporting clubs. They will have an organization and a board of directors only related to electronic sports. In that line, there will be video games players' agents and special community managers who will manage all the information on social networks and on streaming platforms.

To conclude, let's see some important data about eSports:

- ✓ The most important and strongest brands are already investing in eSports, mainly in the competition League of Legends. Some examples are Coca-Cola, RedBull and Monster.
- ✓ Different online platforms such as Amazon, Twitch and others related to video games are developing a whole line of work where they expect to generate, or are already generating, about 960 million dollars a year.
- ✓ 205 million people around the world are already in contact with eSports.
- ✓ 152 countries are already working on eSports entertainment projects.
- ✓ Sporting organizations are already thinking about new revenue models based on eSports. For example, there are companies that only work on apps that allow to make real time comments in eSports competitions.
- ✓ Big technology companies are already doing consultancy about how to grow in electronic sports.

**Image 25: Ecosystem with eSports Components.**



Source: Qué son los esports y cuáles son sus modelos de negocio emergentes, 2020, <https://www.iebschool.com/blog/que-es-esports-marketing-digital/>

Clearly, digitization and globalization are changing business models in every industry.

Full stadiums, lights, fireworks and eight players on the field. It is not a music concert or a Barça vs. Real Madrid game. It is eSports. The video games revolution, an industry that has come to stay and create show.

eSports is the revolution of the leisure and the show business industries that fills stadium. A digital industry that moved a billion dollars in 2019.

In this context, the main five trends of eSports for the coming years are:

- Boom in the global interest in eSports.
- Individual player brands become influence power. As the knowledge about eSports grows, the team power and player brands increase.
- As eSports continues growing, there are essential areas that are rapidly spreading: investments, advertising and revenue through sponsorship.
- The greater the interactivity, the greater the network demand so the introduction of 5g technology will also be an essential component of the competitive panorama of eSports.
- Innovation in technology platforms will expand the development and growth of eSports.

Source: The Top 5 eSports Trends for 2020, 2020,  
<https://community.connection.com/the-top-5-esports-trends-for-2020/>



To finish this module and the course, below there is a detail of the challenges that all sporting clubs have to respond to in the digital era:

- Constant adaptation to digital marketing rules; since they will change.
- Working on the definition of the strategy. Technology should later help to execute it.
- Being digitally, technologically and physically prepared.
- Ad investment.
- Definition of an eSport team for the club.
- Paying attention to younger generations since they create trends.
- Driving digital transformation, which is an essential issue, and not only technology transformation.
- Working and mastering the following contexts in the club:
  - ✓ CMR, data analysis, artificial intelligence.
  - ✓ Social networks.
  - ✓ Commitment to the fans.
  - ✓ Digital advertising.
  - ✓ eSports.

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