



Press release

Study “Football’s Digital Transformation”

Digital opportunities beyond the 90 minutes

The football business has entered the digital age. Clubs are using personalised content as the new driver of media revenue streams. Advanced technologies are opening up new business models and growth strategies. These are the results of the study “Football’s Digital Transformation – Growth opportunities for football clubs in the digital age” conducted by PwC Switzerland, International Football Arena and Exozet.

Zurich and Berlin, 2 December 2014 – As the saying goes, “After the game is before the game”: digital technology and media are enabling football fans and clubs to communicate with each other well beyond the 90 minutes of the match. And these technical opportunities are fuelling demand for more content and a personalised user experience. “In the digital age, football clubs need to develop new business models and marketing strategies if they want to remain competitive off the field as well as on,” says David Dellea, Head of Sports Business Advisory at PwC Switzerland. “A growing generation of football fans has grown up in the digital world. And especially for these “digital natives”, a club’s digital offering will play a crucial role in determining whether they become fans of the club and ultimately remain loyal to it.”

Personalised user experience

Football fans leave a significant trail of personal data when they interact in the digital world. By analysing this data, football clubs can get to know each fan better. What’s more, by personalising targeted content and marketing messages to promote relevant products, they stand to gain a decisive edge within the industry. This will help secure brand loyalty, while also bolstering club revenues through added cross-selling and up-selling opportunities.



Exclusive data within reach at all times

Thanks to new “wearable technology”, fans will be able e.g. to compare their pulse with that of their football stars or enjoy a whole new football experience via live pitch-side commentary. “The market for wearables is just starting to take off. They are affordable and the platforms are, as yet, unregulated. The availability of all this commercial data will give rise to lucrative business models and marketing strategies for clubs and players alike,” says Frank Zahn, CEO of Exozet.

About the study

The study “Football’s Digital Transformation – Growth opportunities for football in the digital age” evolved as a collaborative effort between PwC Switzerland, International Football Arena and Exozet. It aims to reflect on a number of distinct yet intertwined areas and highlight their potential impact on the way the football business is run today.

The publication can be downloaded as a PDF file from football-digital.com.

Contact:

David Dellea
Head of Sports Business Advisory
PwC Switzerland
E-mail: david.dellea@ch.pwc.com

Claudia Sauter
Head of PR & Communications
PwC Switzerland
E-mail: claudia.sauter@ch.pwc.com

Frank Zahn
CEO
Exozet
E-mail: frank.zahn@exozet.com

Korbinian Frank
Director Market Relations
Exozet
E-mail: korbinian.frank@exozet.com

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**Exozet**

Exozet can draw on more than 18 years of experience in the field of digital transformation. With its digital-strategy advisory services, excellent interface designs and award-winning pioneering spirit in technology, Exozet helps its customers become winners in the race for digital transformation. Exozet is now the leading digital agency in the German media and entertainment market. Besides established brands and companies such as Red Bull, Audi, Deutsche Telekom and Wooga, Exozet has also worked with major media companies such as Axel Springer and the BBC. Founded in 1996 by Frank Zahn, Exozet now employs a staff of 140 at locations in Berlin, Potsdam-Babelsberg, and Vienna. Visit Exozet at exozet.com

International Football Arena

The International Football Arena has been hosting events, fostering debate and inspiring exchanges between decision makers in the business of football for over a decade. It started out in 1999, with the IFA conference in Zurich, which has taken place annually ever since. Around 250 global decision makers in football congregate in Zurich for cutting-edge information exchanges, high-level networking and bilateral meetings. Since 2007, the IFA has also been present in Berlin, Beijing, Kuala Lumpur, New Delhi, Tokyo and Rio de Janeiro. Today, IFA enjoys a reputation as the leading producer of exclusive events for football's global players. www.internationalfootball.com