

Exploring Commercial Opportunities in EMEA

Understanding EMEA Sports Market Dynamics - Where are the Opportunities for Growth?

- Insights into the diverse cultural and digital landscapes of countries in that region and the impact on sports marketing and developing fan bases.
- Exploring effective strategies for engaging audiences through digital and traditional (e.g. linear TV) platforms.
- Best practices for sports entities to utilise content, and other fan engagement strategies, as a tool for penetrating and thriving in growth revenue markets.

Breakout Session: Driving Commercial Growth in New Markets

- Opportunity to diversify revenue streams and engage with fans, via various touch points such as social media, merchandising, in the EMEA region.
- Leveraging digital touch points, personalisation and engagement platforms to create immersive experiences for fans and secure long-term commercial success.

Closing Panel: How to Generate International Growth in these Regions: Engagement and Revenue

- Collaborating with regional stakeholders including brand partners, investors and broadcasters.
- Data-driven decision making: Utilising comprehensive data analysis to track engagement across various media platforms and identify revenue opportunities.
- Nurturing a local fan base: Considerations such as localisation and cultural adaptation in a content strategy.
- Innovative content delivery methods, including interactive streaming, social media engagement, and gamified experiences.