

PRODUCT SHEET

Closer engagement, deeper connection

Every sporting competition is asking how to broaden its appeal and attract a wider, younger range of fans. To capitalise on new fan behaviours and increased commercial interest in sport, there is a need to make competitions more discoverable online and to create digital experiences that resonate as strongly as the real-world action. There is one solution already delivering these benefits: Fantasy Gaming.

Fantasy adds a new dimension to your competition, combining gaming and real-world environments in a compelling way that engages both fans and sponsors. It encourages fans to care more, engage more, invest more of their emotions, and more deeply, too.

Through Sportian, we offer both product set-up and commercial set-up. We will show you how you can generate data streams that help you know your fans in greater depth. We will also help to identify commercial partners who will be interested in joining your new game, using your new data insights to engage with fans on a deeper level.

The results we've seen in recent years make clear that with the right strategy, Fantasy can be far more than a new game: **it is an engine for significant year-on-year commercial growth.**



Working with experts

Sportian's Fantasy Gaming platform has operated successfully for many years and has become a growth platform for international competitions. Originally launched as part of Sportian, one of the world's leading sporting brands, the platform is now available globally in multiple languages.

Perhaps the most essential new dimension Fantasy Gaming offers is the new digital environment it opens to

sponsors and associated brands. Commercial partners receive new spaces for ad placement, along with the capability to launch new data-driven campaigns that directly generate revenues and brand association.

It also provides a growing range of monetizable services, such as in-game purchases, special transfer opportunities, new forms of marketing: imagination is the only limit.

Unlike many other technology providers, Sportian can take a hands-on approach...



01

Using gamer data to enable more targeted marketing campaigns, extending the range of commercial businesses that will want to engage.

02

Introducing potential sponsors and co-creating business development strategies and campaigns.

03

Finding, evaluating and introducing media partners to form part of, and promote, your new Fantasy platform.

We have proven that, by careful engagement with both commercial sponsors, partners, rights holders can achieve ROI of 3 to 1 within the first year.

Sportian has learned its trade working in one of the most knowledgeable and demanding of sporting environments. Our platform is robust, effective, and simple to implement.

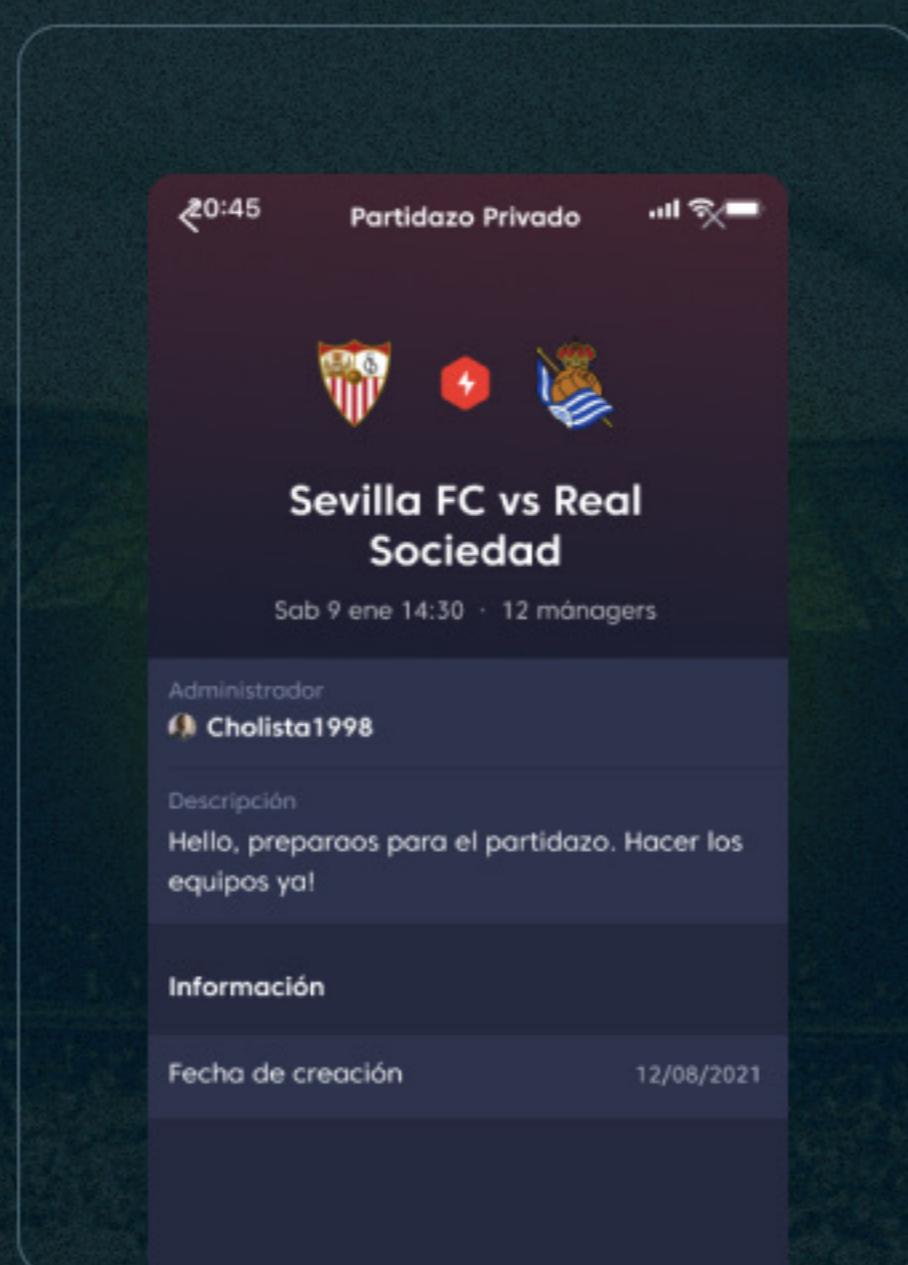
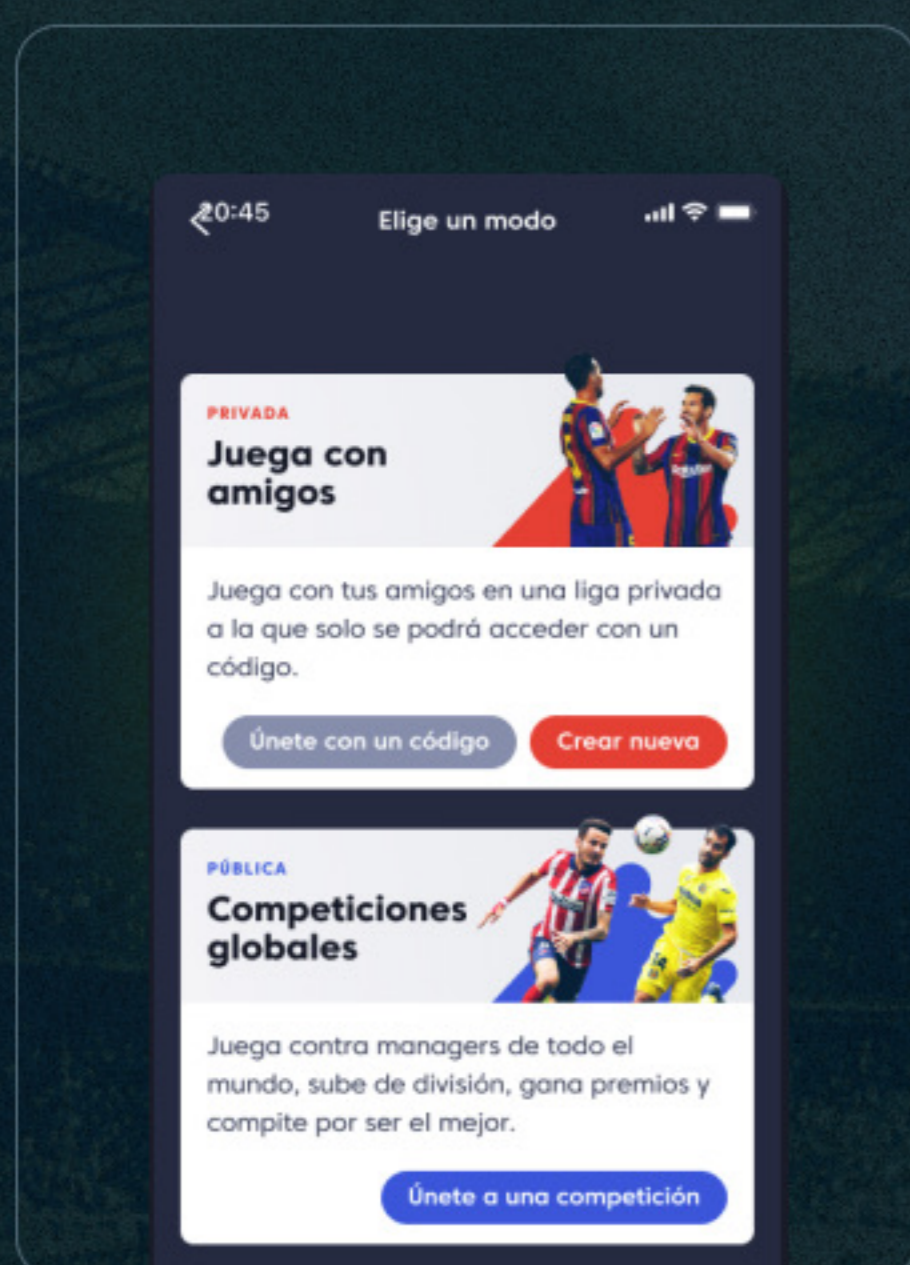


Here's how it works

Fantasy  Gaming

Experience, engagement, excitement

Fantasy Gaming can be structured to suit your competition's needs and objectives, with season-long competitions, private leagues and one-off games designed to create year-round engagement.



Draft mode

When contestants compete for the best players and trade them through the season, with key moments in time to buy and sell among competing managers in your league. During this preparation period, engagement is strengthened through interaction between friends and rivals, leading to stronger anticipation and growing interest in your own competition.

Big game mode

With unique games created around one key match, using news, chat, real-world media interest and events to raise anticipation, strengthen interest and drive maximum engagement across the gaming community.

Classic mode

With gamers using a fixed budget to select their Fantasy squad from all available players, tracking progress through training, potential injury, selection for the real competition, leading to the need to swap squad members in or out.

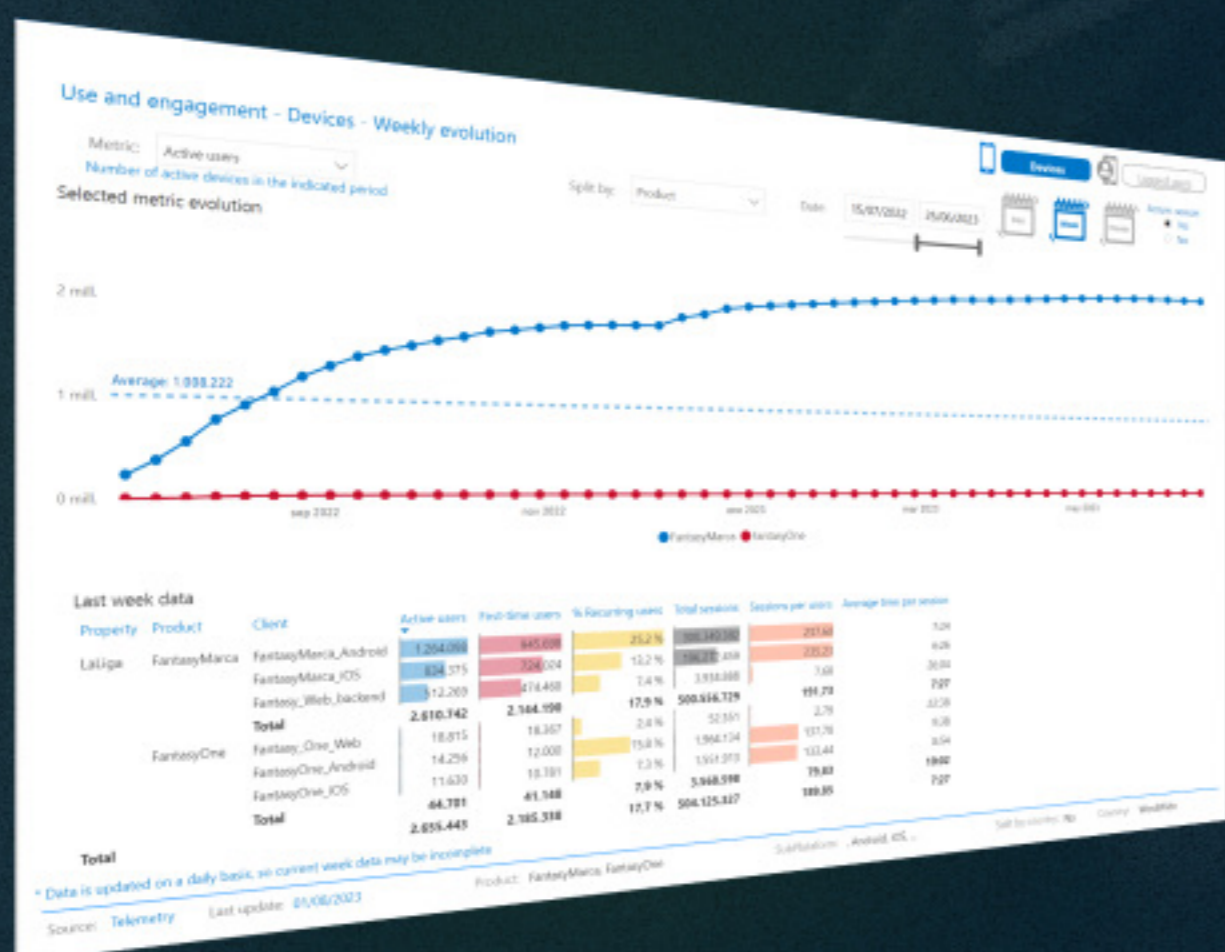


Notifications can be configured to suit each participant, enabling them to track events between matches, note when significant activity takes place (transfers of your selected players, or when one of them becomes available...), together with constant news updates, backed by the supporting information that matters most to the gamers. This means the Fantasy platform acts as a second screen for gamers as they track real-world action against their own leagues.

Forums for discussion, during the action and afterwards, are accessed easily so that gamers can talk, analyse, argue, review, check the action again in their own time. This combination of functions and activities means Fantasy gamers can now multiply the excitement they receive from your competition- while you multiply your revenue options.

Getting Started

Starting the adventure is quick and simple. Your new Fantasy game can be built and operation in a matter of weeks, with minimal input from your side. This is how it works.



How we engage with you

First of all, we incorporate the data that stems from competition rights, which you need to own. This includes data from league, clubs, individual players and brands, as this is where the detailed content for the game originates.

Then we integrate the official data related to the competition. Sportian will make the connections, in business terms and technically, needed to extract and collate all relevant information. Analysis, segmentation and presentation to players is the heart of what our technology does.

What we need from the gamers

The key to Fantasy Gaming, and also the secret of its value, is data from the people taking part. All of our operations comply with prevailing legal requirements, for example GDPR in Europe. This means that every gamer has the absolute assurance that nothing will be done without their knowledge and permission.

Within these limits, however, there is extraordinary value to be unlocked. Gamers are keen to engage with the Fantasy platform, and the majority provide their name, age and favourite team in the competition.



What you receive from us

Sportian's Fantasy Gaming platform is complete but highly customizable to the needs of each competition. We work with your marketing and technology teams or suppliers to brand the game, add specific features that suit your strategic vision and current maturity levels, then present it as a fully-formed experience in the format that suits individual gamers best.

It will appear in all online app stores as a downloadable option, with you named as owners. In our experience, around 90% of all gamers.



Maximising value

Fantasy Gaming is the key to deeper engagement with your competition, partners, commercial sponsors and assets you collectively own. It also offers you a more intimate knowledge of the audience.

As you learn more about your new audience members, and as they learn more about your competition,

so it becomes easier to incentivise the online audience to build physical engagement with their own favourite teams. That will increase attendance at matches, extend the commercial opportunities for member clubs and drive TV audiences higher, leading to steady growth in revenues from that source.

A natural partnership

Sportian is an integral part of a prestigious and exciting sporting competition, home to global brands, followed by many millions of people around the world. Sportian's own Fantasy game has over two million active participants every week, trending overwhelmingly towards the younger age group.

The technology used and the continuous flow of insights gained from this prestige competition are built into the Sportian Fantasy Gaming offer, now used in Europe, South America and Asia, with a constantly growing footprint.

As sporting specialists, the Sportian team will study your competition, learn what makes it work, co-develop an effective business plan and work actively to build strong value propositions and relationships with commercial partners.

We will build a sponsor engagement plan and then work hands-on to make it work, acting as creative consultancy for marketing campaigns and actively supporting your activities all the way through development, launch and profit realisation.

With proven ROI that can be as high as 300% in the first year, Fantasy Gaming is not simply an opportunity but a proven winner, when you work with the right partners.

