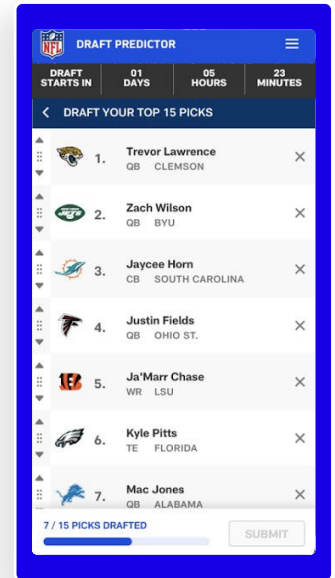




# Gametime!

**Genius**  
SPORTS



How gamification helps you build a monetisable database of fans

# Foreword

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Judd  
Goldstein

Head of Fan Engagement  
EMEA, Genius Sports



For leagues, clubs and federations, matching the level of personalisation used in other entertainment industries is a constant challenge.

Personalisation is key to building meaningful direct-to-fan relationships. But it requires a deep understanding of every individual supporter – an understanding that many sports don't currently have.

Because while the most avid fans who purchase tickets, subscriptions and merchandise year-round provide useful data, fans at earlier points of the lifecycle and in overseas markets often go untracked.

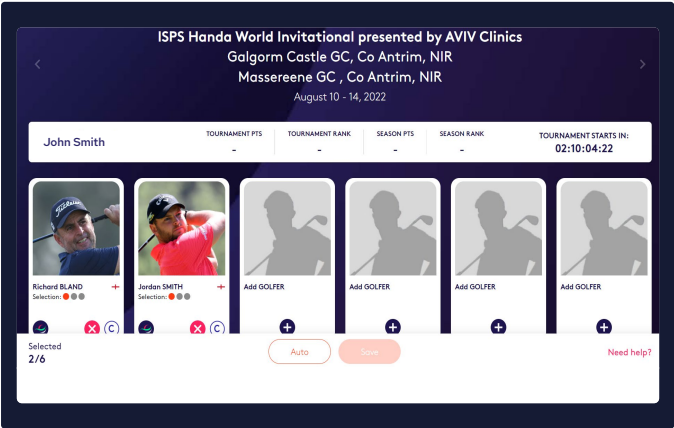
By capturing first-party data, gamification empowers sports to personalise content across their owned and operated properties, monetise audiences and drive sponsorship revenue.

It enables fans to test their knowledge, compete against friends and, crucially, represents a fair value exchange for their first-party data.

If you're interested in learning more, feel free to drop me an email or reach out via LinkedIn.

Contact Judd





Hear exclusive rights holder views throughout!

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How gamification drives sponsor value



# Power targeted and personalised fan marketing



How

gamification

grows

engagement

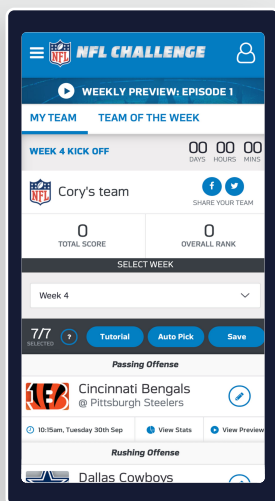
Games and polls gamify the full season, with prizes on offer, and enable leagues and clubs to nurture new audiences, expand into new markets and build more meaningful fan connections.

They help rights holders to take control of the fan journey, creating more touchpoints to track while generating longer on-platform engagement periods. Gamification is suitable for a variety of channels, including your app, website and in-stadia.

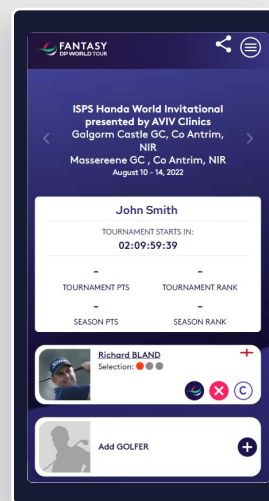
According to research by Deloitte, 60% of fans say a great year-round experience makes them more likely to engage with a team, and 55% say it would make them more likely to purchase a ticket.



# In action: NFL and European Tour



The NFL's gamification strategy covers nine territories, with geo-targeted games in the local language. It covers each stage of the fan journey, from a personality quiz which helps new fans choose a team to follow, to a season-long fantasy contest for the more avid audience.



Golf's European Tour, meanwhile, attracts new fans and keeps them engaged weekly with a custom fantasy game. This drives interest in its tournaments, adds excitement and even includes a unique 'Selection Cap' feature.

# Rights holder view...

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**Lee Seymour**

Head of CRM  
& Fan Engagement  
DP World Tour



“ Our DP World Tour Fantasy game helps us connect with new and existing fans. It’s enabled us to draw in new audiences and drive weekly and season-long engagement, creating a unique experience for golf fans of all ages. ”



How

gamification

enables

personalised

experiences

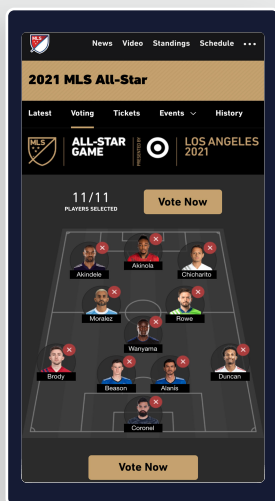
By retaining fan attention through the gameweek and the entire year, gamification empowers leagues and clubs to capture rich data, which is essential to creating personalised experiences across owned & operated properties.

These detailed fan profiles give rich insight into each individuals' preferences, allowing for tailored, user-centric interactions and content, and ultimately deeper direct-to-fan relationships and faster monetisation.

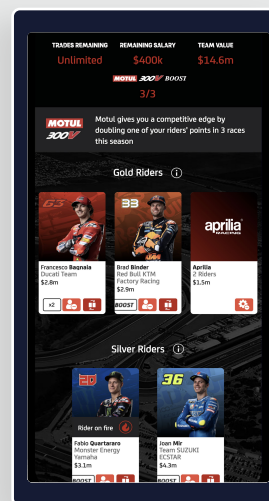




# In action: MLS and MotoGP



MLS uses gamification in its direct-to-fan strategy. MLS Fantasy is now the most used part of its official app, while it's All Star Vote is popular too. 63% of fans acquired via its Bracket Challenge were new to its marketing funnel - this gives it first-party data to personalise content.



And by gathering audience data from its fantasy and predictor games, sponsored by Tissot and Motul, MotoGP monetises fans by driving them to sign-up to its paid OTT subscription service.





# Rights holder view...

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“

Our fanbase was already thriving but adding gamification to our ecosystem drove the needle even more. We reach new audiences that are interested in our races, attract new fans to follow us on social, and this helps us push them along to watch through local broadcasters or our OTT service.

”



Gorka Llort

Director of Digital Business  
MotoGP



# How gamification drives sponsor value

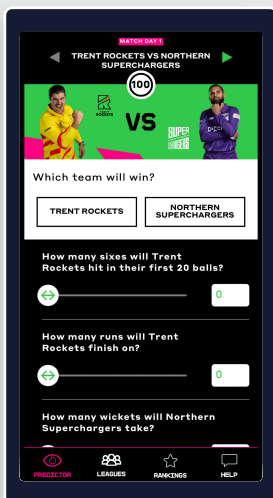
Whether it's in-app, on a new website or in-stadia, many sports drive revenues by activating sponsors within their gamified products. This ranges from a sponsor-branded takeover of the game naming, to ad inventory built into the game design – which we often recommend.

As fantasy, predictor and trivia contests drive high engagement and retention rates year-round, they are a reliable way for brands to drive awareness.

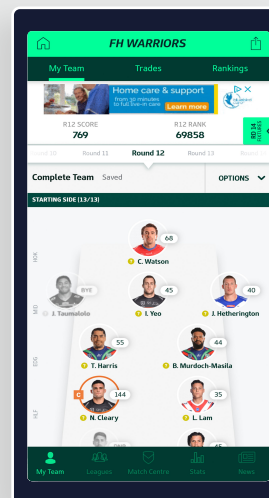
This is powerful new IP to monetise.



# In action: English Cricket and NRL



The Hundred delivers significant value for its sponsor, online car retailer Cazoo by allowing it to brand its 20-ball predictor game and give away a £10,000 prize to the winner. This gives the brand meaningful reach to one of the UK's fastest-growing fanbases.



Meanwhile, Australia's National Rugby League (NRL) activates local betting operator Sportsbet and delivery service Doordash, in its custom suite of tipping and fantasy games designed by Genius Sports.



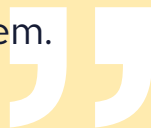


# Rights holder view...

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We include a variety of sponsorable inventory within our gamification strategy. For example, Sportsbet's odds are integrated on NRL Tipping as standard. But whether it's a sportsbook, e-commerce brand or car delivery service like Doordash, our gamified activations are among the most in-demand slots across our entire ecosystem.



**Greta Gotterson**

General Manager - Digital  
NRL



# About Genius Sports

Genius Sports is a world-leading sports data, technology and digital content supplier that powers over 800 sports organisations globally.

Our fan engagement solutions enable leagues, clubs and federations to reach, engage and monetise sports fans with personalised digital content and campaigns, leveraging real-time sports data and over 20 years' experience.

We've driven fan engagement for sports around the world.



[Book a consultation](#)

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SPORTS