



Stadiums without borders: Sports and entertainment trends in 2022 and beyond

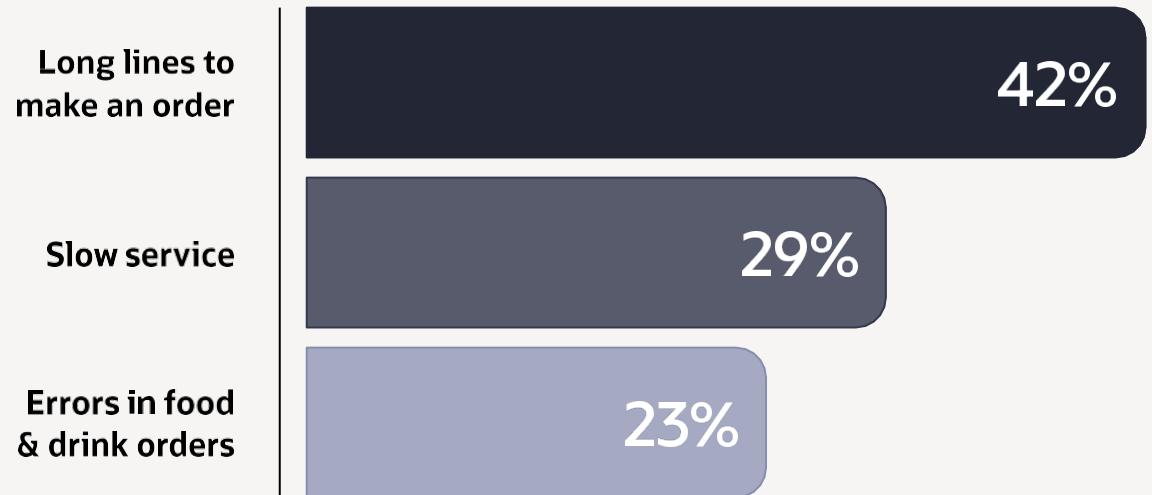
Oracle data shows we're witnessing a turning point in stadium goer preference for a fully integrated, seamless and immersive stadium experience.

Research conducted by independent consultancy, Untold Insights.

We're witnessing a turning point in stadium goer preferences

Accelerated by staff shortages that impact service delivery, fans are increasingly ready to let go of nostalgia and embrace a digital future, one where the stadium is not only the destination but an immersive, self-guided tour.

Most frustrating aspects of stadiums food and beverage experience



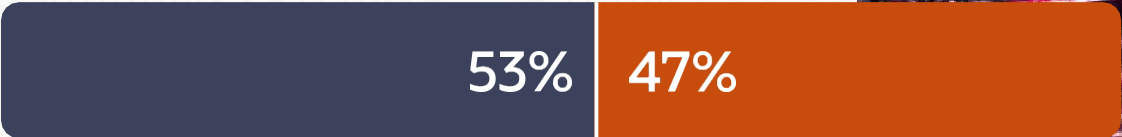
Digital speed wins over slow in-person experiences

Fans expect an experience that embraces self-service and reduces the reliance on human interaction. For the first time ever, over half of fans prefer using technology over interacting with staff during live stadium events.

Service jobs can be replaced by tech solutions



Prefer ordering at the stadium via tech over in-person

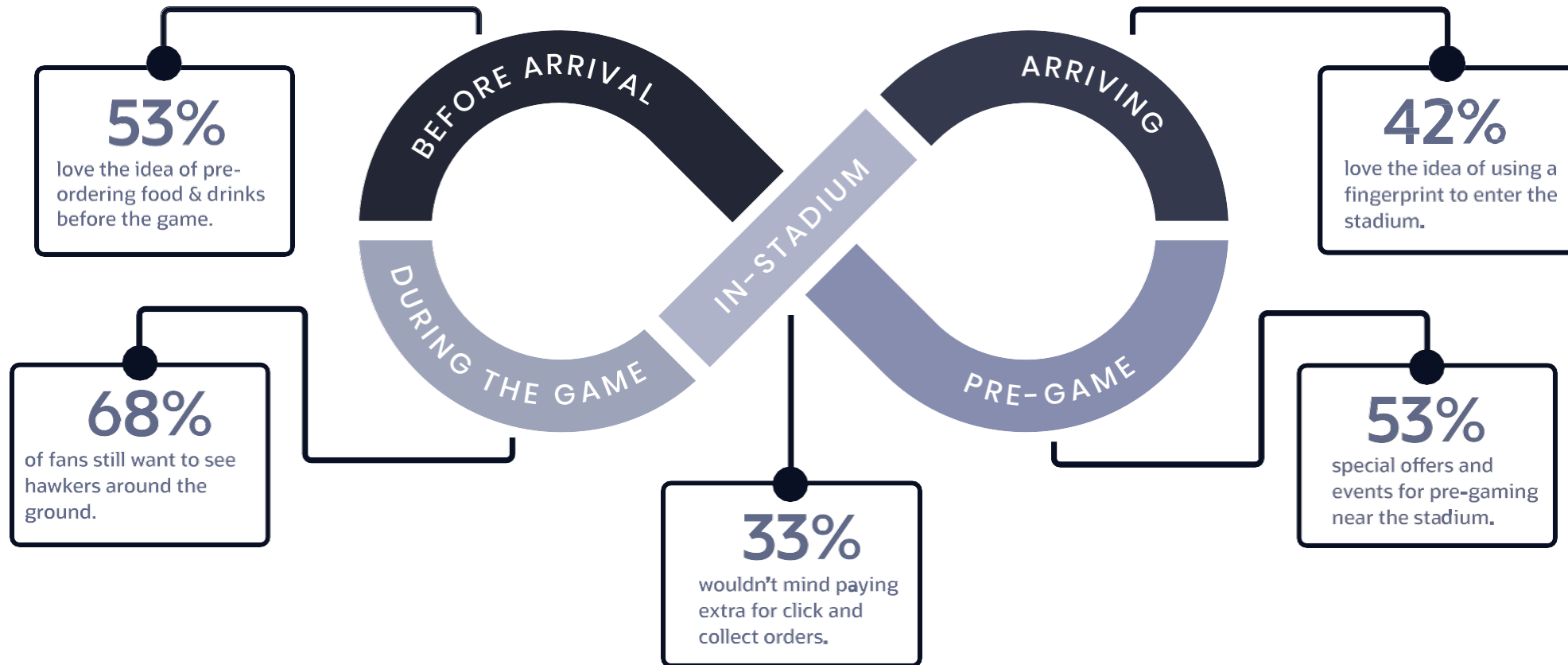


● Agree ● Disagree



Effortless customer experience means more opportunity

With virtual and augmented reality platforms gaining popularity, stadiums and sports franchises can take advantage of new ways to engage with fans. Offering these premium experiences gives consumers the opportunity to create their ideal, unique stadium journey.



Digitization can also enhance sports fans experience beyond concessions

64%

think it would be amazing to engage with their favorite teams in the metaverse

38%

prefer to view sports stats though their mobile device

63%

are either pro or indifferent to the introduction of robot referees or umpires



Customers want to experience some of the benefits of in-person live events while viewing from home

59%

LOVE THE IDEA OF

Integrating their viewing experience with personalized food delivery promotions so I can order during the game

57%

LOVE THE IDEA OF

Purchasing an all-inclusive experience at a pre-game partner restaurant and exclusive post-game content on their device.

50%

LOVE THE IDEA OF

Participating as part of a virtual crowd, supporting their team and interacting with fans in the metaverse.

When they choose to watch from the comfort of their own home, sports fans love the idea of receiving personalized food delivery promos and even when fans do attend in person, they want to engage with digital pre-and-post event content to create a more well-rounded, all-day experience.

An aerial night view of a city skyline with a baseball stadium in the foreground. The stadium is filled with spectators, and the field is illuminated. The city buildings are lit up, and the sky is dark. A semi-transparent white box is overlaid on the image, containing text.

Unlock customer value beyond the stadium

Stadium visitors now want the best of both worlds. They seek the excitement of live in-person viewing, but want the experience to feel as convenient as it has been from home. They want the fun to begin before they enter the stadium and continue long after they exit the stadium.



ORACLE

Food and Beverage

Learn how Oracle can help you design the stadium experience of the future:
www.oracle.com/sports-entertainment