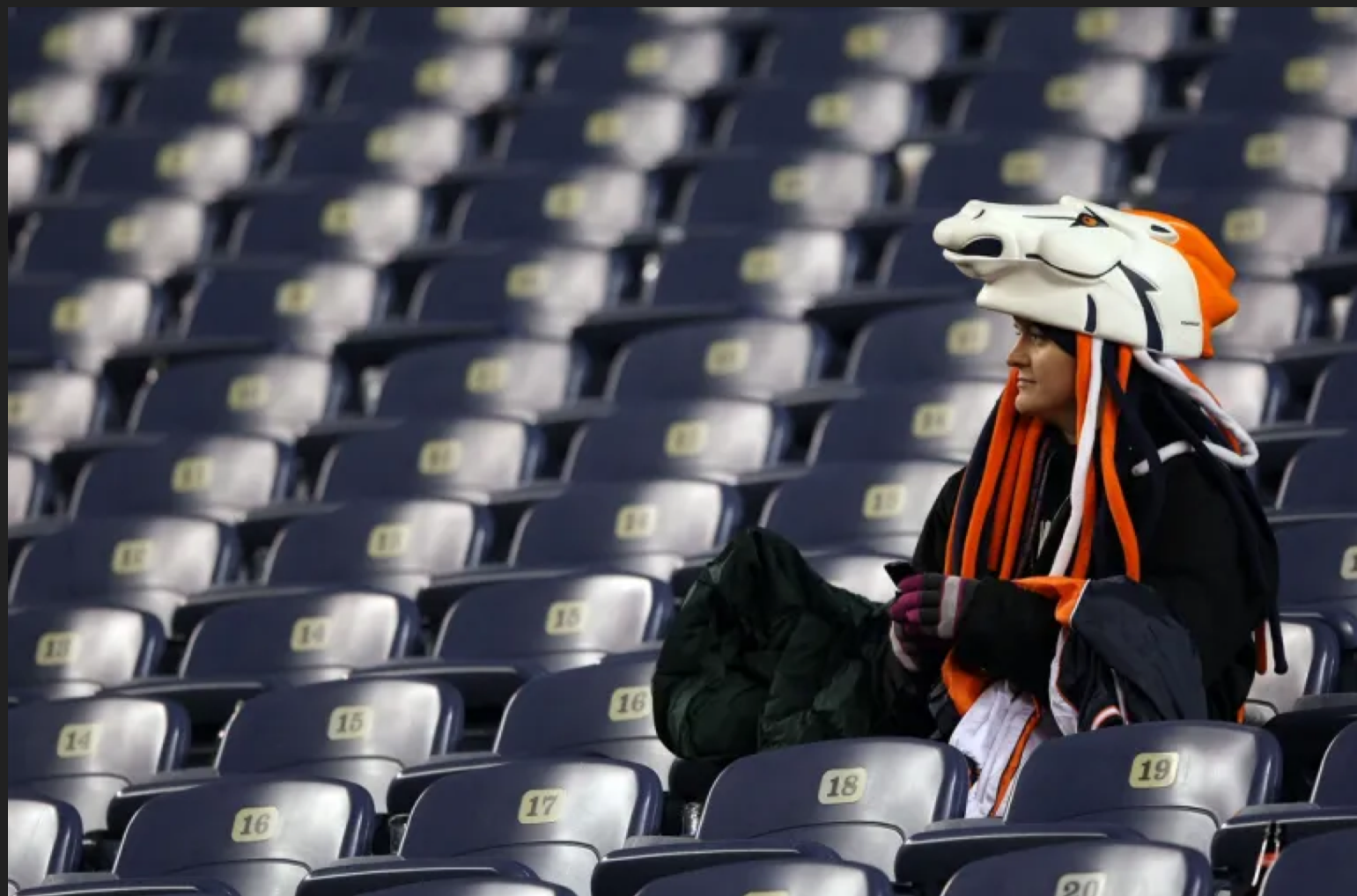# Project Pitch
"Technology on Sporting Event Attendance"

Research Methods
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Topic and background: Problem

Modern Technology has changed views on Sporting Events and how people watch these events.

Technology certainly has a great deal to do with the worsening empty seat problem across sports. This is because today, almost no one can argue that the in-person experience does not compare favorably to watching a game sitting in your living room (Wyld, 2019)

New Technology Tendencies to lower Sporting Attendance

- Television viewings becoming more Hi-Definition
- Virtual Reality Seatings
- Streaming Services: ex/ ESPN+, Hulu Live Sports
- Social Media: live updates and highlights

Survey design

- Designed to take 5-10 minutes to complete
- Included demographics and contextual questions (4 questions), Multiple Choice questions (6 questions), Dichotomous questions (1 question), Open-ended questions (3 questions), and Closed-ended questions (4 questions).
- After a pilot test form was created, I revised and distributed a revised version
- The sample was a convenience sample of students and classmates from other courses.
- Included a friends, family, and close acquaintances into the sample population using social media as a medium to expand the survey. Asking for their honest opinion and expert ideals in the topic.
- I received 73 responses, cleaning the data and removed 4 responses, leaving 69 responses recorded.

Survey Questions

Survey Questions Continued..

If yes, why?

Short answer text

If not, why?

Short answer text

On average how many hours a week do you watch sporting events? *

- 0-3 Hours
- 3-6 Hours
- 5-6 Hours
- 6+ Hours

Which would you choose to attend? *

- Golden Knights Game
- Las Vegas Raiders Game
- Las Vegas Aviators Game
- Las Vegas Lights Game
- Las Vegas Aces Game

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When was the last Professional Sporting event you attended? *

- 2019
- 2018
- 2017
- 2016 or before
- Have not attended any Professional Sporting Event

How many Professional sports events have you attended in the last five years? *

- None
- 1
- 2
- 3-5
- 6-10
- 10-19
- More than 20

What Professional Sport was it that you attended *

Short answer text

What is your biggest motivation when choosing an event? *

- Price
- Location
- Community Involvement
- Game Significant/ Narrative
- Team Success

What factors affect your decision to attend an event? *

- Ticket Price
- Ticket Availability
- Travel Cost
- Ability to watch the game on TV
- Other matches on TV at the same time
- Work Commitments
- Family Commitments
- Stadium Atmosphere

Key findings

On average how many hours a week do you watch sporting events?

69 responses

- 0-3 Hours
- 3-6 Hours
- 5-6 Hours
- 6+ Hours

23.2%

56.5%

How do you prefer to watch your sports?

69 responses

- In-person
- Streaming Platform
- TV
- Moible Device
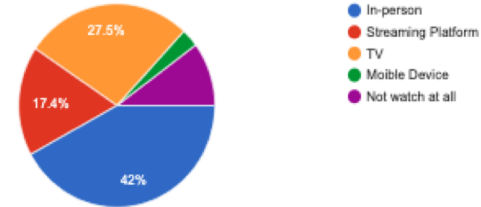- Not watch at all

27.5%

17.4%

42%

More than half of responses reported that 0-3 hours are the average time they watch sports in a week.
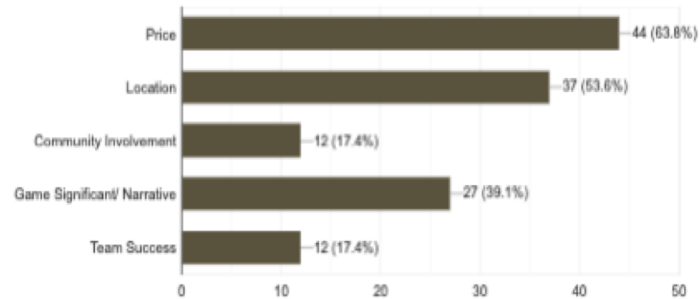Most sporting events alone are at least 3 hours. Which is just out of their time range.

More than half of responses choose to watch their sports in a non-live setting.

Key Findings

What is your biggest motivation when choosing an event?

69 responses

Motivation	Value
Price	44 (63.8%)
Location	37 (53.6%)
Community Involvement	12 (17.4%)
Game Significant/ Narrative	27 (39.1%)
Team Success	12 (17.4%)

Do you think that technology is taking away from the live sports experience

42 responses

- Yes
- No

76.2%
23.8%
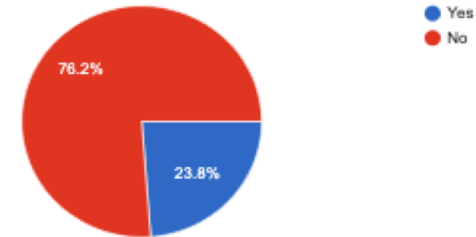
The biggest motivation on choosing to attend a sporting event are prices and location. Responders are thinking about their finances and time when choosing to attend a live sporting event.

76.2% of responses do not believe that tech is taking away from live sport attendance but enhances the viewership, tech creates an outlet for more to see and enhances the viewer's experience

Key findings

Mixed feelings about technology and the attendance of sporting events from comments made.

- Technology allows the fans to keep up with sports. Streaming devices can host multiple sports games at a time and makes it easy to switch from one game to another. Not every sports event is better live, there are so many external factors that lead to the sports experience during a live event and that doesn't necessarily factor in to live streams. Technology allows one to view the whole game with a clear view and helps you stay updated on what's going on.

- They stop you from being more active the average person watches on multiple devices let's say they either stay in bed the rest of the day I seen some serious couch potatoes and when it's in person there's more interaction with you and the people around it's an experience where everyone gets together and goes out of their comfort zone

- It gives those an opportunity to enjoy watching sports from their home or whenever they maybe if they can't afford a live sports experience or if they simply can't make it to a game.

- It enhances everyone's experience. Virtual reality is becoming a huge success and it give a different perspective to sports. And technology is now more readily available.

- Technology (especially streaming services) allows a greater audience to be reached. Also technology within the sport can allow for better calls to be made or reviewed.

- Watching on TV versus being in person are completely different experiences, watching tv is a more affordable & simple way of being able to watch sports. However, watching an event live is different because of the arena atmosphere. You experience all that you see on TV in person. Tv isn't taking away from the experience, if anything it enhances and encourages fans to attend these events after being able to watch them on TV. Now you as a fan are apart and cheering with the chants they here on tv and seeing all the players with all their glory in person, with your own eyes! Nothing will take away the experience of the live events.

Media project suggestions: Media Advertisement

Background research and data collected on my research topic from my survey responses identified that technology is affecting sporting events in attendance and viewership. With the technological innovations of our society allows other to tune into sporting events in various ways now.

It is identified that experience and rush and adrenaline is different in comparison to other forms of viewership. Therefore, I recommend a **Media Campaign** on all platforms that enhances the idea of **the experience** to increase ticket sales in local markets that have Professional Sporting Teams. This would showcase the ideals of excitement and experience would be worth the expenditure of attendance.

Discussion / Improvements

I learned that a good amount of people want to attend live sporting events but due to time, money, and obligations there are more important factors in their immediate lives that affect the market of ticketing and attendance in sporting events. And that technology is not interfering with sporting attendance, it enhances the experience and gives accessibility for those who need them. But commonly they agree with first hand experience is different than to watching it on TV or a streaming platform. Marketing to fans to attend more events to bring back the idea of the thrills, excitement, highs and lows being in that seat cheering and booing.

Teams don't really care anymore about bringing fans to the stadium — at least not as much as they used to —because they no longer need people in the seats to make money. (Leitch, 2018)

Continued Research could examine:

- A different market population
- Wider range of demographics
- Understanding of premiums (parking, concessions, travels)
- Ticket sales in various markets

End