

# AI/ML: Unlocking Revenue and Fan Engagement Workshop

In today's rapidly evolving sports landscape, fan engagement is becoming increasingly digital and immersive. According to Deloitte's 2023 Sports Fan Insights, over 67% of fans anticipate that by 2030, sports consumption at home will be more interactive, with 57% expecting easier access and 54% foreseeing more immersive experiences

## Who Should Participate

As Presidio facilitates these workshops in a single day, application or business owners and subject matter experts are crucial representatives who need to participate directly.

Recommended Attendees:

- Broadcasters / Streamers
- Publishers - Advertisers
- Content Rights Holders



## Workshop Topics

The following topics may be covered during the workshop:

- **AI-Driven Content Discoverability** - Enhances fan engagement and viewing time, supporting premium content offerings.
- **Dynamic Ad Insertion (DAI)** - Delivers higher CPMs through precise, context-aware ad placements.
- **Building a custom viewer** - Boosts subscriptions and fan loyalty by offering tailored content.
- **Monetizing Archived Content** - Generates new licensing deals and offers premium access to historical footage.
- **Interactive & Shoppable Video** - Increases merchandise sales and opens new sponsorship avenues.

## Key Workshop Outputs

By participating in this workshop, **broadcasters, advertisers, and content holders** can expect to gain:

- **Strategic AI Metadata Roadmap** – A clear, actionable plan to implement AI-powered metadata tagging for enhanced content discoverability, fan engagement, and monetization.
- **Revenue Optimization Tactics** – A deep dive into Dynamic Ad Insertion (DAI), sponsorship alignment, and licensing models to maximize monetization opportunities.
- **Improved Content Searchability & Organization** – Best practices for structuring and tagging live and archived content to create more accessible, valuable digital assets.

## Benefits of Workshop

The workshop provides your leadership team with the following benefits:

- **Personalized Fan Experiences:** custom live views, highlight reels and interactive overlays to create deeper connections and demand for tailored content
- **Enhanced Content Discoverability:** Understand how AI-driven tagging makes key moments instantly accessible, providing access to immediate and relevant content.
- **Monetization through Dynamic Ad Insertion (DAI):** Real-time, contextually relevant ads lead to higher engagement and revenue, aligning with fans' interactive viewing habits.
- **Maximized Value of Archived Content:** historical footage opens new avenues for licensing and fan engagement.
- **Interactive & Shoppable Video:** integrating e-commerce within content allows fans to purchase merchandise in real-time.



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