



A new digital fan experience has arrived

As the global sports industry faces disruption, creating long-lasting customer relationships looks different today compared to a few years ago. Shifts in insights and consumer behavior are redefining the way fans enjoy sports—both at home and in-person—opening the opportunity for organizations to embrace digital transformation or risk falling behind the competition.



Responding to change

Today's fans expect an up-to-date, interconnected experience at every touchpoint. To sustain engagement, adapt to shifting expectations, and thrive, brands must align their strategy, platform, partners, and people to data-driven experiences.

This looks like:



Capturing and aggregating user engagement and behavior signals across more sources.



Empowering business users to generate audiences based on profile data and advanced insights.



Delivering orchestrated and personalized engagements throughout the omnichannel fan journey, optimizing engagement with content.

Unlocking value

Transformation starts with discovery and analysis. By conducting a deep assessment into the existing digital fan experience, Deloitte has identified how data can enable personalized content across the fan life cycle. Our approach brings together experience objectives and activation channels, and pairs them with the relevant data attributes needed for segmentation and personalization.

From informing fans of upcoming moments to customized content and promotions, integrated experiences that drive deeper connections are in reach. Converge™ by Deloitte for Sports uses digital transformation capabilities to help organizations reimagine how people engage with sports, empowering fans to focus on the sports they love, the athletes they follow, and every nail-biting moment.



Worldwide Digital Transformation
Consulting Partner

Entering the era of immersive sports

As the Worldwide Digital Transformation Consulting Partner, Deloitte is supporting the International Olympic Committee (IOC) by developing a reimagined fan data engagement strategy, with the aim of igniting and sustaining meaningful connection with the Olympic Movement.

Deloitte is helping the IOC open new possibilities for personalized fan engagement with digital transformation capabilities and technology-driven solutions and experiences. We're proud to help the IOC's vision of orchestrating moments that matter become reality.



Contact us to learn how Deloitte can help you reimagine fan engagement, create competitive advantage for your team, and transform the future of sports on and off the field.