

# The hottest ticket in sports—DXPs

The COVID pandemic has significantly changed American adults' preference for engaging with sports via digital experience platforms (DXPs), and technologies like AI and cloud are changing the game for fans around the world. Here's what new IBV research reveals about the future of the fan experience:

## The best seat in the house

2x more US consumers report watching traditional sports on digital platforms during the pandemic than before.

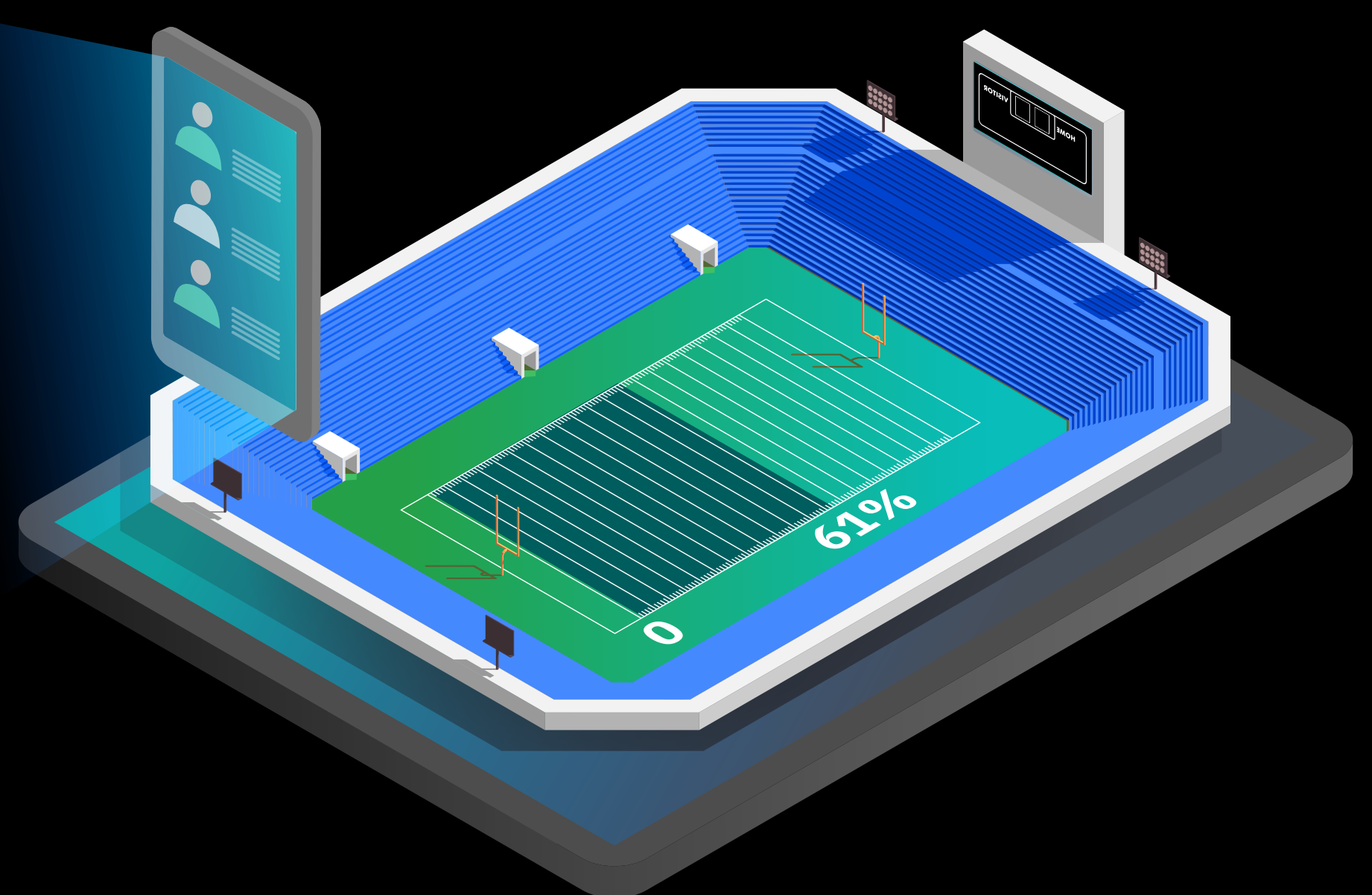
41% vs. 84%  
pre-pandemic during the pandemic



## Running down the roster

61%

of US consumers like to read recent stories, data, and player stats either before or during live sports events.



67%

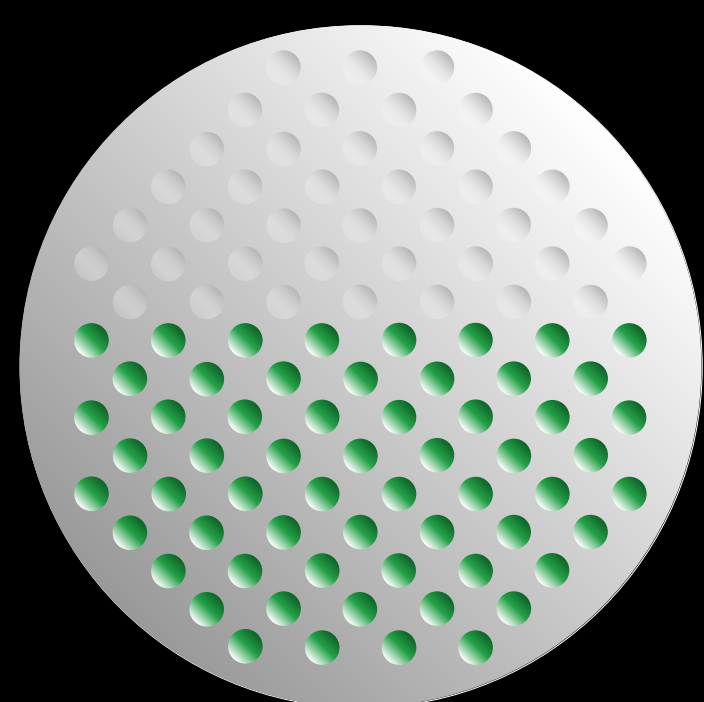


## Know the score

More than 2 in 3

US consumers believe AI will soon be able to predict the outcomes of sporting events with high accuracy.

## Game-making moments



60%

of US consumers believe sports are more engaging for fans, thanks to technologies like AI and cloud.



For more IBV insights, visit: [ibm.com/ibv](https://ibm.com/ibv) to sign up for our newsletter



Source: IBM Institute for Business Value Sports Fan Engagement Survey of 2,652 US adults conducted in August 2021.

©Copyright IBM Corporation 2021. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at [www.ibm.com/legal/copytrade](https://www.ibm.com/legal/copytrade).

QM6RV6W9-USEN-01