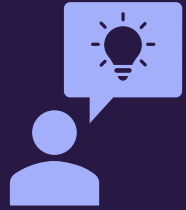


**Insights &
Analytics to
support
SportNEXT**

dentsu
sports analytics

Official Data & Analytics Partner
of SportNEXT



Did you know...?

**CMOs are
planning media
up to only 11
months ahead.**

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**How is this affecting
multi-year
sponsorships and
rights deals for
sports?**

Source: dentsu CMO Survey 2023. The survey spoke to 161 Marketing leaders (18+, FT or PT).



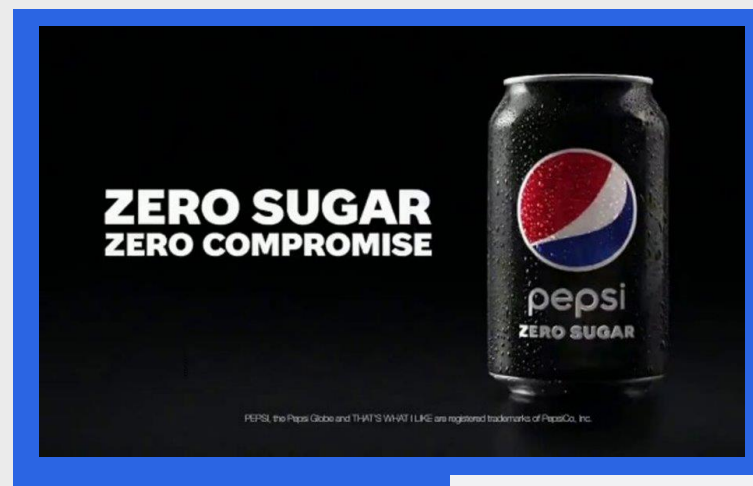
Did you know...?

**If used effectively,
Sponsorship IP can
increase marketing
effectiveness by an
average of 16%.**

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Using our proprietary methodology call Amplification, dentsu Sports Analytics has quantified how the inclusion of sponsorship IP makes a brand's advertising more effective.



Source: dentsu Sports Analytics – Amplification



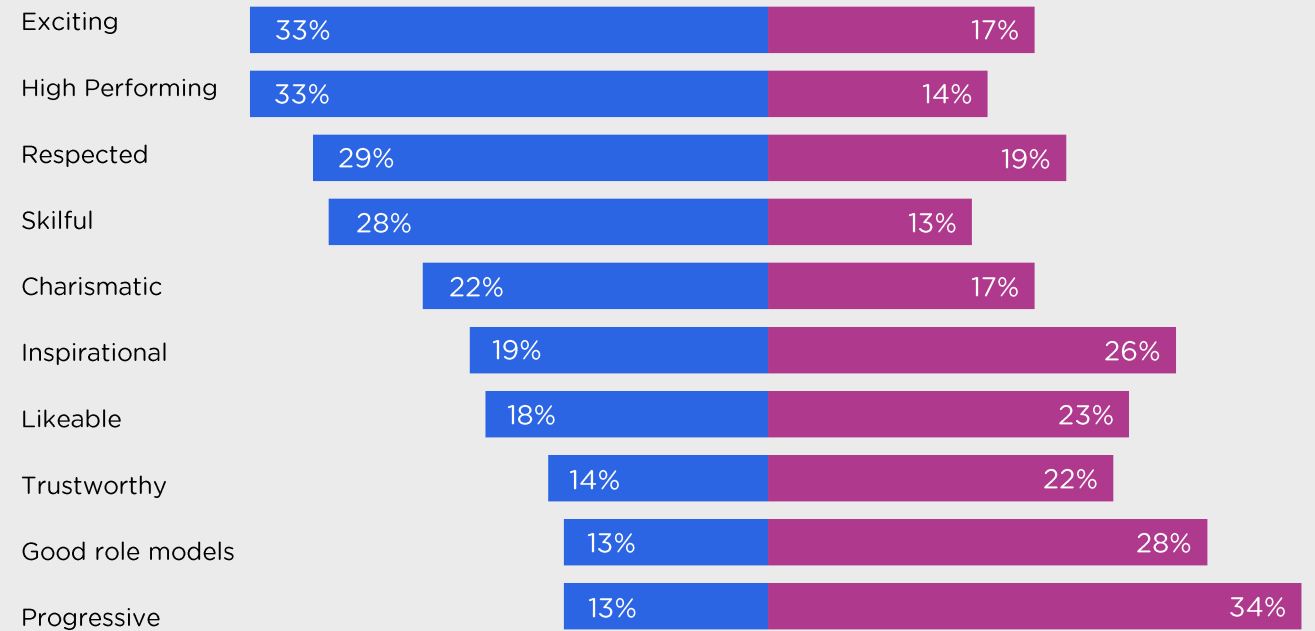
Did you know...?

Fans associate sportswomen with strong principles, whereas sportsmen are most associated with performance.

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Positive values associated with Sportswomen v Sportsmen



Sportsmen



Sportswomen

FANSPEED

Source: dentsu Sports Analytics - FanSpeed



Did you know...?

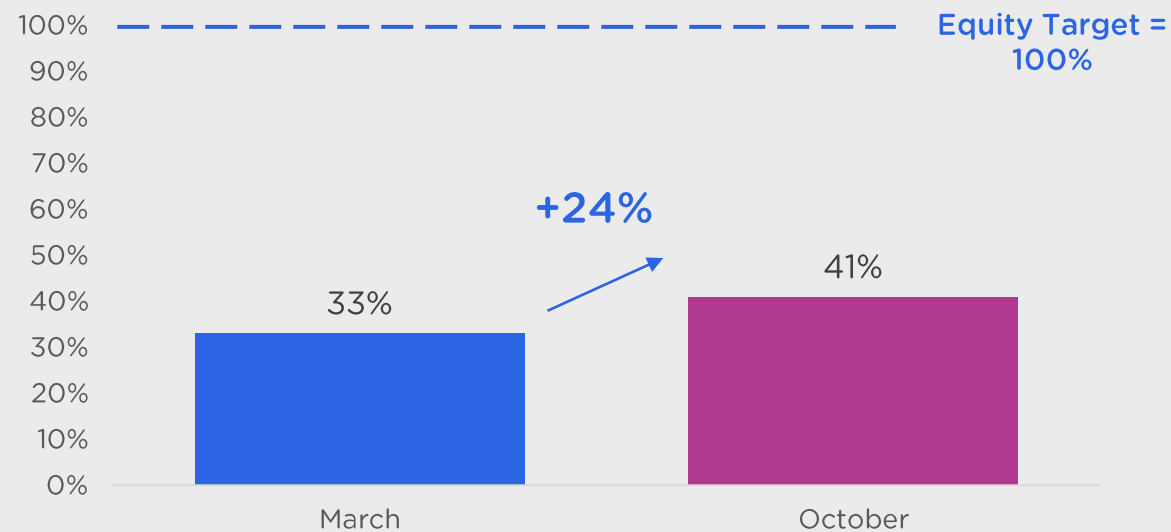
The dentsu Sports Analytics Gender Equity Tracker for Sport revealed a 24% increase in Gender Equity perceptions during 2023.

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dentsu Sports Analytics Gender Equity Tracker – Sport (Australia)

% of fans who think women's sport is on par with men's



FANSPEED

Source: dentsu Sports Analytics – FanSpeed



Did you know...?

79%

**of NRL US fans are
also fans of the NFL.**

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**NRL also has the most US followers of all
the major Australian Sports.**



**DECODING
360**
FAN BEHAVIOR & ENGAGEMENT

Source: dentsu Sports Analytics – Decoding 360



Did you know...?

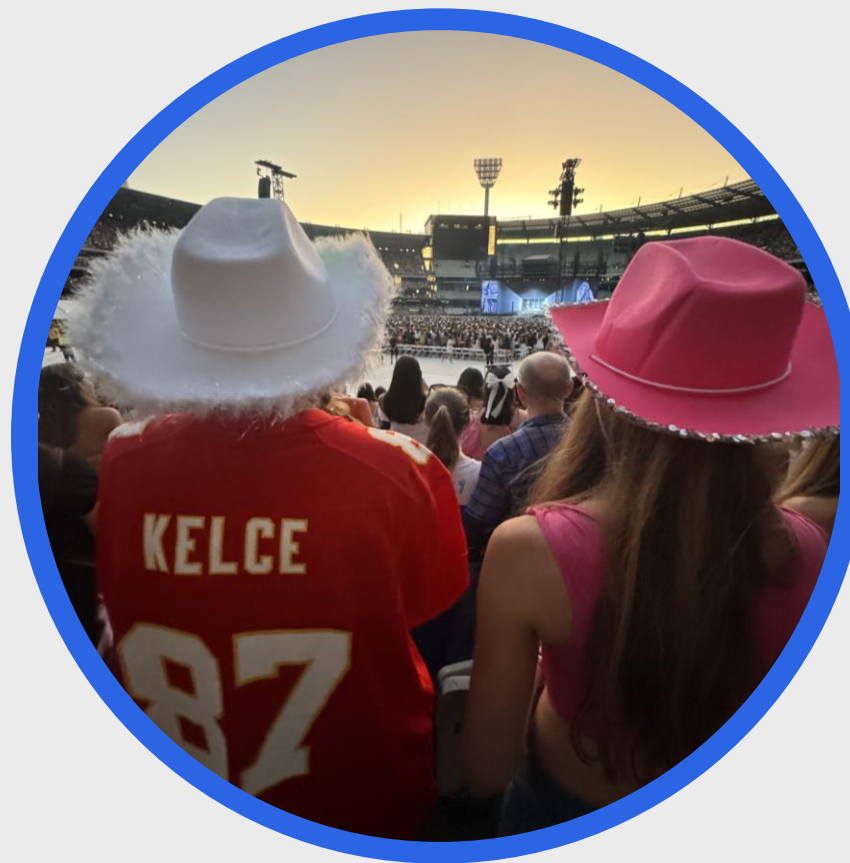
56%

**of Australians are
Music and Sports Fans.**

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This presents an opportunity for brands to use music more to enhance fan experiences.



**DECODING
360**
FAN BEHAVIOR & ENGAGEMENT

Source: dentsu Sports Analytics – Decoding 360

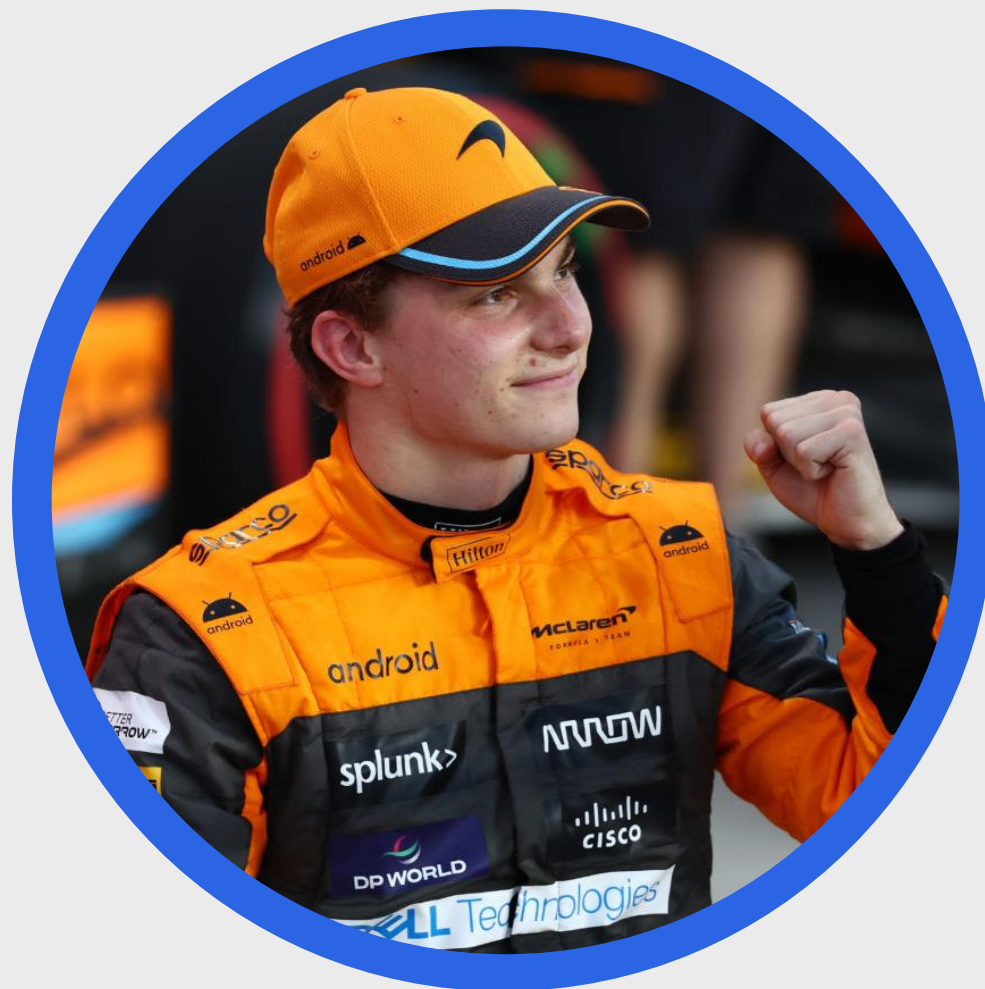


Did you know...?

After just one full season on the grid Oscar Piastri is already the 4th most popular driver amongst Australian F1 Fans.

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FANSPEED

Source: dentsu Sports Analytics - FanSpeed.



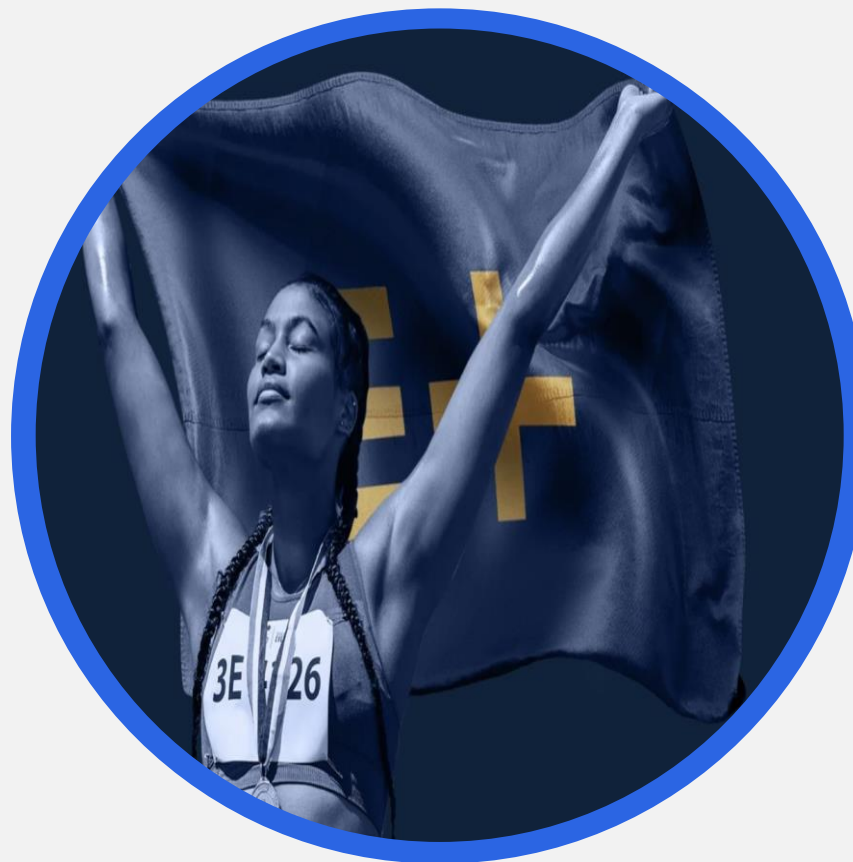
Did you know...?

The Enhanced Games concept has generated a mixed response among Australians.

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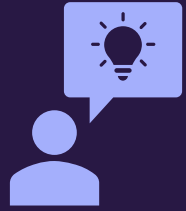
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Gen Z are 2x more likely to think the Enhanced Games will be more exciting than the Olympics.



FANSPEED

Source: dentsu Sports Analytics - FanSpeed.



Did you know...?

Saudi Arabia is an emerging sports superpower.

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66% of the population have attended a sports event in the last year (vs. 34% in Europe) and Saudi sports fans follow 13 sports on average (9 is the global average).



FANSPEED

Source: dentsu Sports Analytics - FanSpeed.

For more information, feel free to reach out:



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Understand
Fans



Assess
Value



Measure
Impact

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