



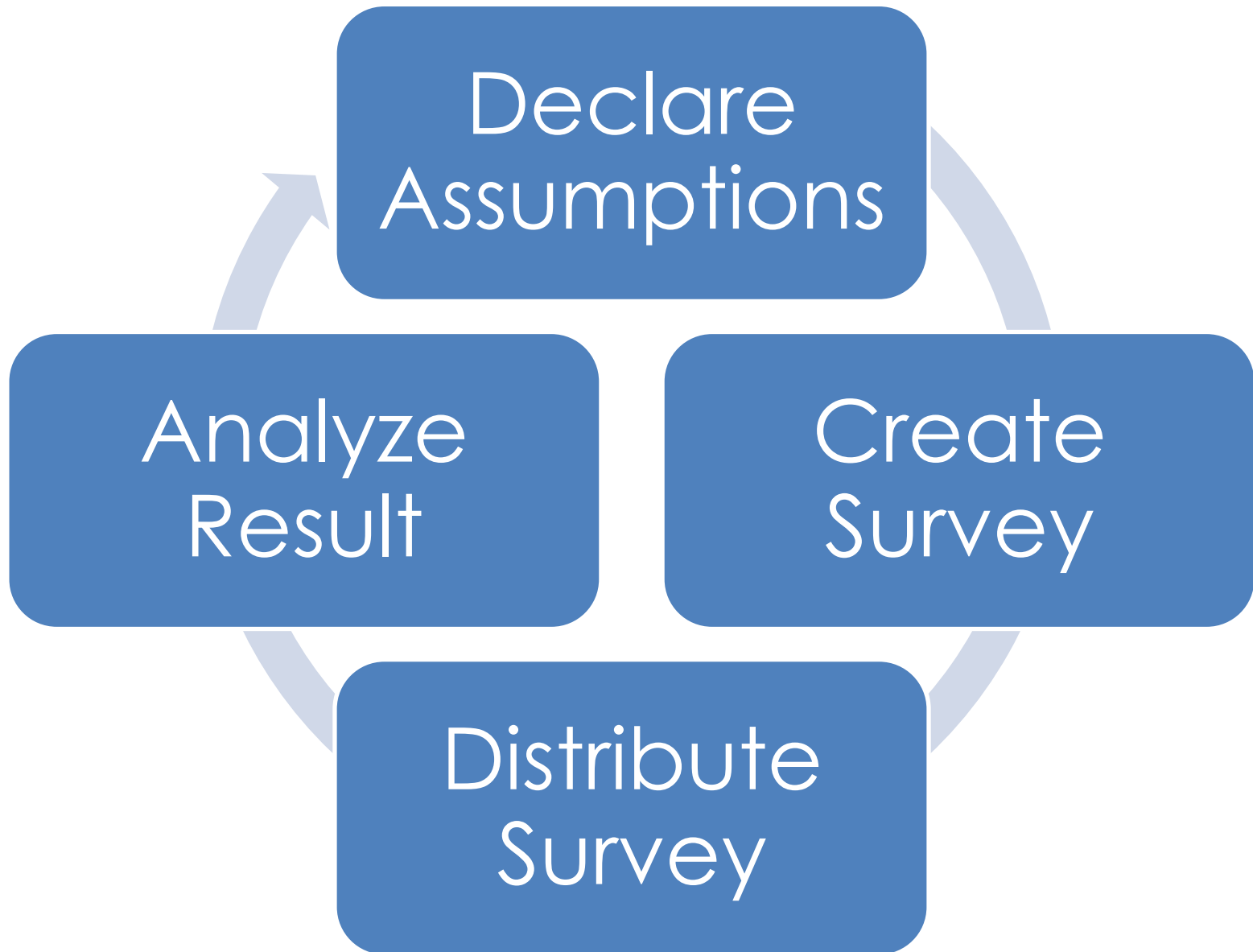
Survey Report 07 January 2014

Summary

This document provides the results of a recent survey conducted internally at DEG in order to establish baseline hypotheses and examine preliminary assumptions of sports fans for Fannect.

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Last Updated: 07 January 2014

Methodology



Assumptions

- Sports Fans at DEG regularly use their smartphones for sports-related activities.
- Sports Fans at DEG do a variety of different activities on game day.
- Sports Fans at DEG identify themselves as different levels of fans.
- Sports Fans at DEG look for a variety of features in their sports apps.

The Survey

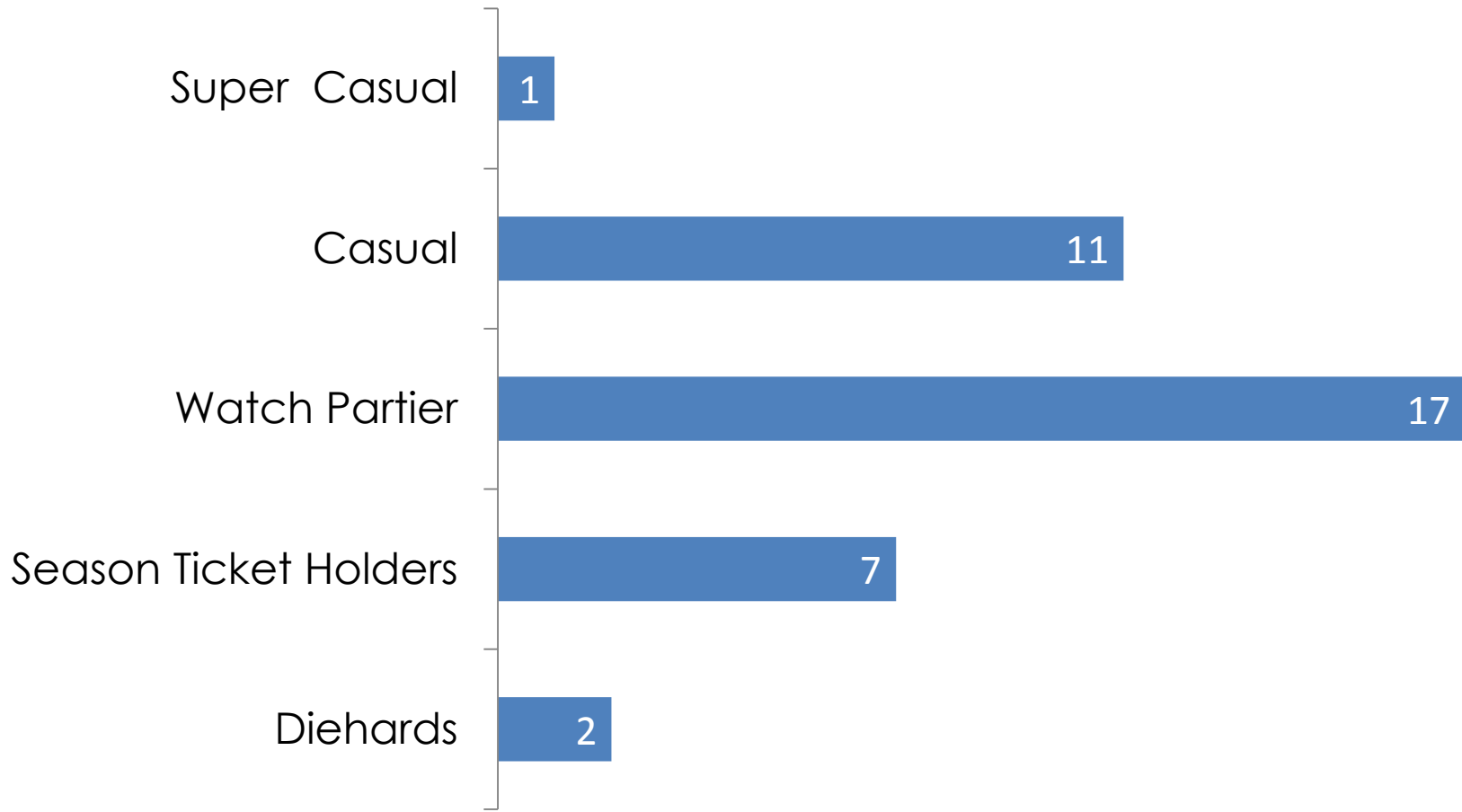
A simple, 8 question survey as created using SurveyMonkey.

The survey was emailed out to an DEG-Internal distribution list and results were collected for 2 business days.

After the survey had finished, 38 respondents filled out the survey.

Analysis

How do you describe yourself as a Sports Fan?



What are the types of activities you do on Game Day?

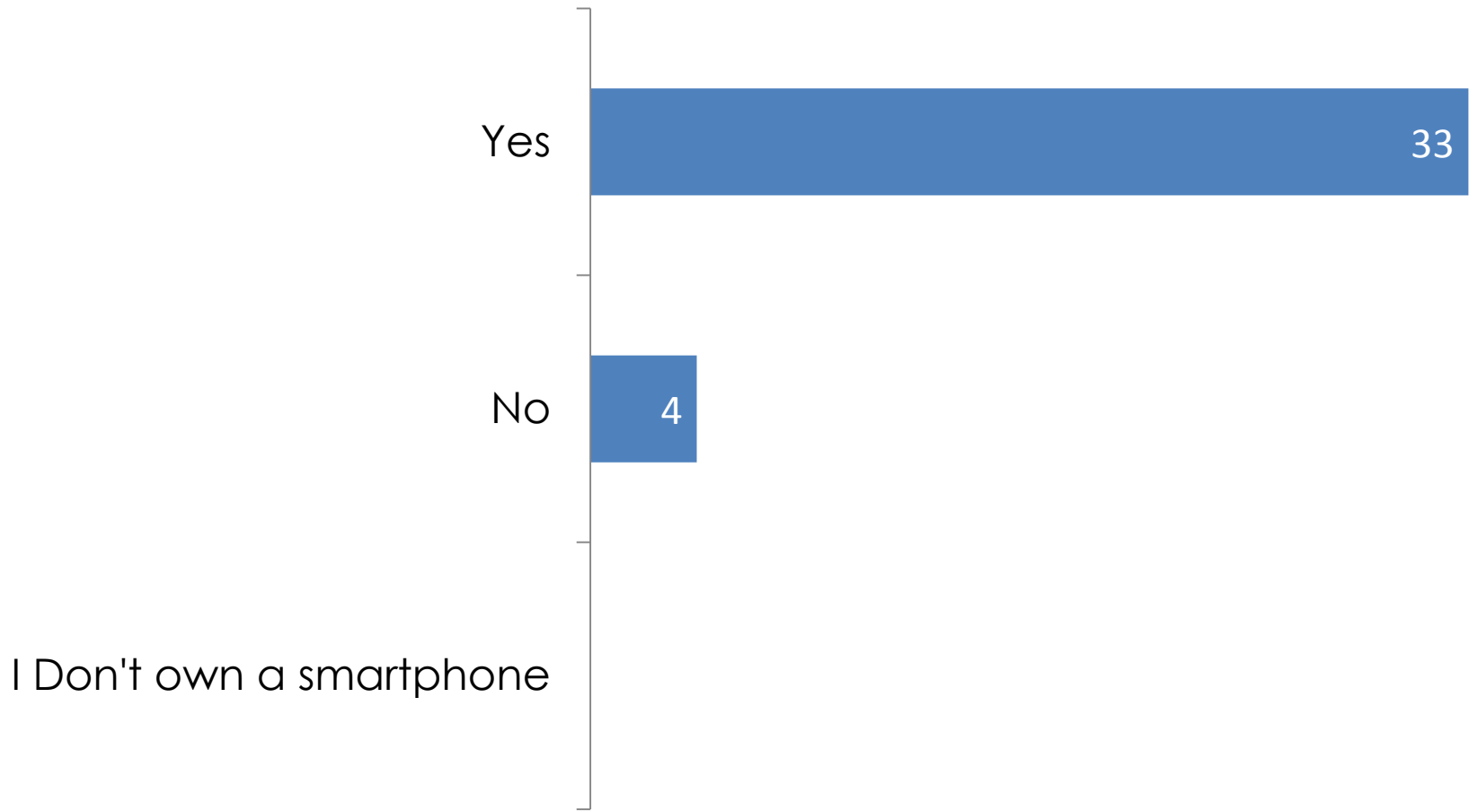
Activity	Respondents
Watch the game on TV	37
Wear my team's colors	27
Meet friends at a local bar	27
Host a watch party at home	24
Tailgate	22
Set the DVR	21
Wear my team's jersey	20
Watch all pregame shows	14
Feverishly review my Fantasy League players	14
Participate on discussions on social networks and forums	12
Trash Talk	11
Take the day off	6

What do you do in the off season when your teams aren't playing?

- *There is no offseason - Follow Other Teams*
- *Casually follow team news and social networks*
- *Watch Trades and other Roster Changes*
- *Nothing - Just wait until next season*

** These items are interpreted from the top trends of how respondents replied*

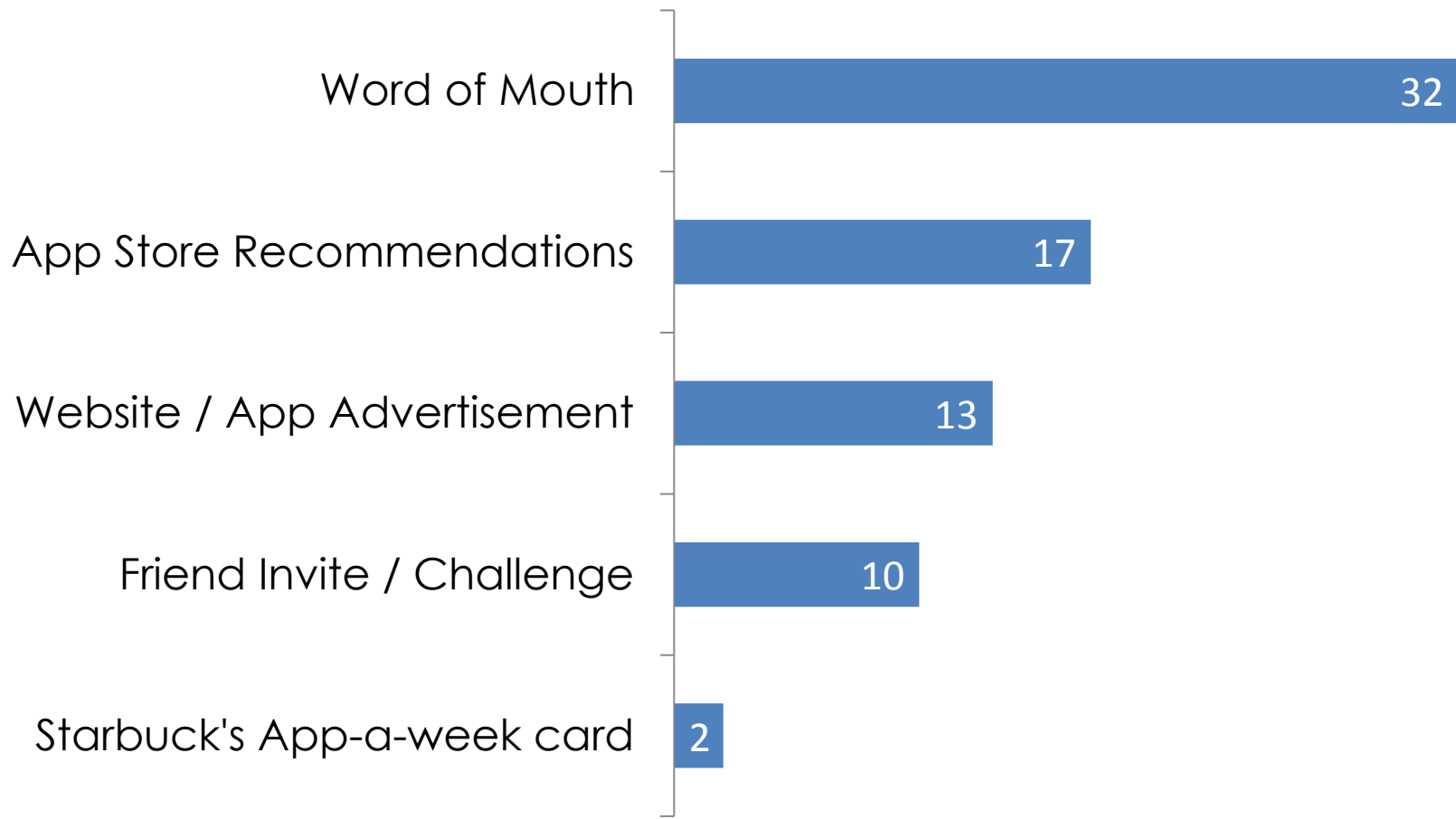
Do you have any sports-related applications on your smartphone?



Which sports applications do you use?

ESPN Fantasy League	Bleacher Report
ESPN Sports Center	Thuuz
Yahoo Fantasy League	KU Sports(.com)
ESPN Sports Zone	Fifa 14
MLB Baseball	WatchESPN
KU Athletics	CBS Sports
MLB At Bat	MLS MatchDay
Sporting KC Explore	ESPN ScoreCenter
MLB At the Ballpark	Team Stream
ESPN Bracket Bound	The Score
NFL Fantasy Football	Fifa Soccer
610 & 810 Streaming	Sportacular
Twitter	North Face Snow Tracker

How do you discover new applications for your smartphone?



What types of features would you like to see in a sports app?

Feature	Respondents
News	28
Stadium Check-ins	19
Trivia and Other Games	16
Photo Stream	15
Targeted Promotions	13
Facebook Integration	13
Activity Stream (a la Facebook or Twitter)	12
Twitter Integration	11
Instagram Integration	11
Private (invite-only) Discussions	7
Public Discussions	5
Internal Friend List	5

If you were interested in other fans' opinions or application interests, what would you like to find out or ask them?

- *Would you like a Facebook integration and social chatter feature?*
- *What can you not do in your current sports apps that you wish you could?*
- *Would you be interested in roster/team updates and rumors?*
- *What would make your game-day experience better?*
- *When do you use sports apps the most?*

** These items are interpreted from the top trends of how respondents replied*

New Assumptions and Hypotheses

Assumptions

- News is the primary feature sports fans look for in a sports app; targeted news being preferred.
- Sports fans share the same application needs across different persona definitions.
- Sports fans are fans of multiple sports which reduce any “off season” for them.

Hypotheses

We believe that providing a targeted news feed for all sports fans will increase application usage. We will know this is true when we see a rise in monthly active sessions in our analytics tracking.

Hypotheses

We believe that providing trivia and other games for all sports fans will increase application downloads. We will know this is true when we see a rise in monthly new sessions in our analytics tracking.

Hypotheses

We believe that providing more targeted marketing efforts for all sports fans will increase application downloads. We will know this is true when we see a rise in monthly new sessions in our analytics tracking.

Next Steps

With a survey behind us, the next step is to conduct an alternative survey and interview questionnaire with users in the field.

The next questionnaire will focus heavily on feature and marketing validation in order to spur an increase in application usage.