THE 76ERS IN VIRTUAL REALITY

NEW YORK UNIVERSITY

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AGENDA

1. OVERVIEW: WHAT IS VIRTUAL REALITY? WHY GO VIRTUAL?
2. MARKET ANALYSIS
3. GOALS & STRATEGY FOR THE 76ERS VIRTUAL REALITY OFFERING
4. CONTENT PLAN
5. CONCLUSION

WHAT IS VIRTUAL REALITY?

A COMPUTER-GENERATED SIMULATION OF THREE DIMENSIONAL IMAGES AND ENVIRONMENTS THAT CAN BE INTERACTED WITH IN A REAL OR PHYSICAL WAY

ANALYSIS

STRATEGY

PLAN

CONCLUSION

THE CHALLENGE

TO POSITION THE 76ERS BRAND TO BUILD A ROBUST, LOYAL INTERNATIONAL FANBASE AND GROW THEIR FANDOM THROUGH ENGAGEMENT AND PARTNERSHIP

OVERVIEW

BY CREATING A **VIRTUAL REALITY PLATFORM** FOR THE FRANCHISE, THE 76ERS WILL PROVIDE A REALISTIC AND **IMMERSIVE EXPERIENCE** FOR FANS **WORLDWIDE** AND TAP INTO **NEW MARKETS GLOBALLY**

WHY GO VIRTUAL?

FAN ENGAGEMENT & COMMUNITY

-Create a social space for those that can not be at the games
-Chats, "social spaces," fan discussions etc
-Purchases

BRANDING & MARKETING

- Expanding physical into digital

EXCLUSIVE CONTENT

-Behind the scenes access to 76ers content, unavailable anywhere else
-player interviews, practices, locker rooms etc-

RISK ELIMINATION FOR:

Geopolitical Risks

Abroad Management Organization

Country & Region Specific Economic Fluctuations

Global Health Crises
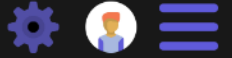
WHY CREATE VIRTUAL EXPERIENCES?

PROXIMITY

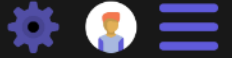Proximity for fans to the 76ers community, players, and products

COMMUNITY

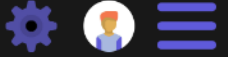Global fan-to-fan relationships and communities

OPPORTUNITY

GLOBAL COMMUNITY EXPERIENCES IN VIRTUAL SPACES - THE FUTURE OF SPORTS

02.

MARKET ANALYSIS

COMPETITOR ANALYSIS

UTAH JAZZ

Utah Jazz jump into the NFT world with a first-of-its-kind virtual locker room

BROOKLYN NETS

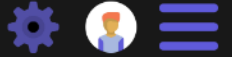**Welcome to the Netaverse, Where Brooklyn Nets Players Can Be Seen in a Whole New (3D) Light**
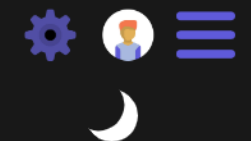
COMPETITOR ANALYSIS

UTAH JAZZ

Virtual locker room

BROOKLYN NETS

Metaverse engagement

NFL

Roblox engagement

ATLANTA BRAVES

Digital version of Truist Park

BUYER PERSONA: FANATIC FRANK

BIO:

Frank is a 30 yr old man who doesn't just like the 76ers - he watches every game in his lucky jersey, has bumper stickers, and is in a bad mood if they lose a game. He has a middle-to-high income lifestyle and has a willingness to try new things

DESIRE:

As a fan, Frank wants to see that his sports team has the best fanbase in the NBA. However, Frank recently moved to a new city for work and is struggling to find others who are as passionate and engaged as he is

HOW WE HELP:

Provide an online community where Frank can find like-minded individuals

Make it easily accessible from work or home

Deliver alternative content where you can fully express your fandom outside of physical materials

BUYER PERSONA: WORLDWIDE WHITNEY

BIO:

Whitney is an 18 yr old woman who recently started watching the NBA and specifically loves watching Joel Embiid play. Her dream is to one day attend a home game, but she currently lives outside of the US. She stays up at 2 AM to watch games and has a low-to-medium income lifestyle.

DESIRE:

As a new fan, Whitney wants to learn more about the team, but some content may be restricted in her home country. She is also having a hard time finding people who share her interests. Whitney would also like to express her fandom and is saving up money to purchase merchandise

HOW WE HELP:

Provide an online community where Whitney can find like-minded individuals

Make it accessible on an international level

Earn free content or discounts for being an active fan
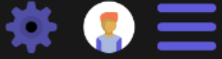
03.

GOALS & STRATEGY

GOAL

TO CREATE AN INCENTIVIZED MULTI-LAYER, ALL-INCLUSIVE DIGITAL PLATFORM FOR PHILADELPHIA 76ERS FANS ACROSS THE GLOBE

POINTS REWARD SYSTEM

ACCOUNT REGISTRATION & LINKING

PURCHASES

REVIEWS & SURVEYS

REFERRALS

GAMES & SOCIAL SHARING

NEWSLETTER SUBS
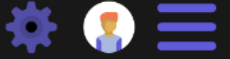
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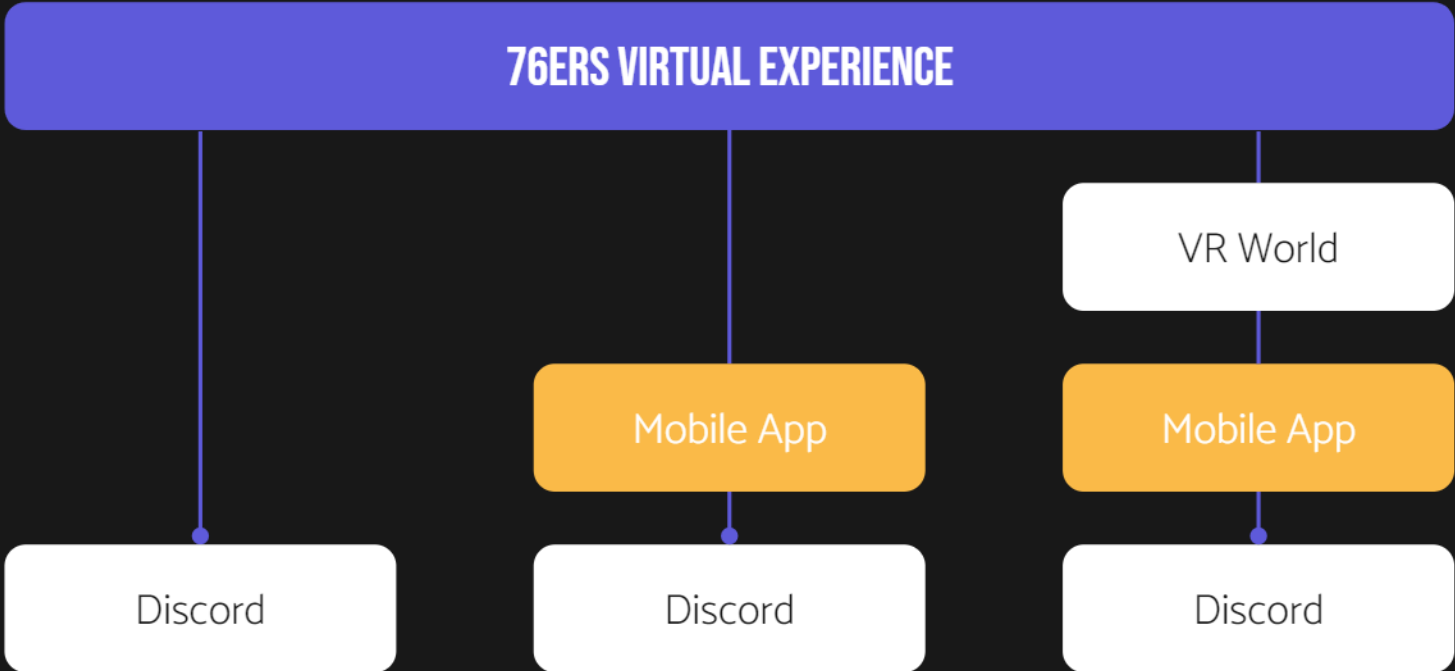
CONTENT PLAN

LEVELS OF FAN DIGITAL ENGAGEMENT

DISCORD

- Discord is a voice, video and text chat platform aimed at gamers
- Create an official 76ers discussion space where fans can talk all things about the team and beyond
- Pull in international fans and internet fans to create monetization opportunities from them

COMPANION APP

- Users will be able to create avatars, partake in global polls, contests and marketplaces, just on a 2D interface
- Available on Mobile devices and iPads/Tablets
- Allows users to explore what's available without navigating too far from what they are familiar with

HUB/VR

- The new 76er's full virtual reality experience!

- Hub where fans worldwide can experience the excitement of Wells Fargo and interact with like-minded individuals

DISCORD

Not linked to official NBA discord, multiple chat rooms about various topics → all easily implemented into our Hub

General	Memes	Game Day/Playoff Chat & Streams
Film Reviews	Trade Talks	Voice Chats
Hot Takes	Highlights	Other

COMPANION APP (FOR THOSE WITHOUT HEADSET)

Extension of the the 76ers app

- Earn points through daily trivia, voting on sponsored events
  - (Chick-Fil-A Cares Kid of the Game, First Responders Award, Healthcare Heroes, New Era Tip, Toyota Military Salute, Sonny Hill Legacy)
- Redeem for trials and coupons (https://www.nba.com/sixers/partnerships)

Linking other platforms

- Ticketmaster, Crypto, Twitch, Discord etc. - shared experiences
  - (Get exclusive NFT opportunities for successful connection)
- Passwords saved peer side
  - Opens in Browser login
- Collect consumer behavior
- If upgraded to headset, account will still hold progression

The App is a Hybrid between Discord & VR Experience

- NFT involvement: users will be able to buy limited Edition NFT's during seasonal campaigns
  - Ex: time/campaign based events where N% proceeds go to X program and initiative
- Vote and Participate in discussions/brackets
  - (Best Sixer of all time, best rookies, local celebrities etc.)

OVERVIEW

ANALYSIS

STRATEGY

PLAN

CONCLUSION

05.

CONCLUSION

CONCLUSION - EXPANSION OF THE 76ERS ONLINE AND VIRTUAL PLATFORM
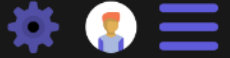
COMMUNITY PLATFORM
Not bound by borders

TRADABLE ASSETS
Global engagement

PLAYER INTERACTION
Special events

MEMBERSHIPS
Multiple tiers

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THANK YOU!

Do you have any questions?

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Overview of Discord users in the United States

General demographics

Gender
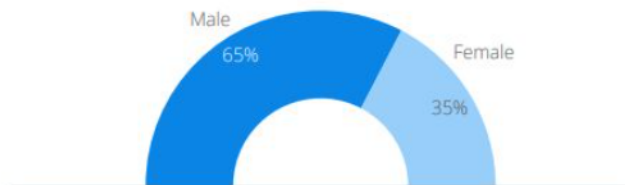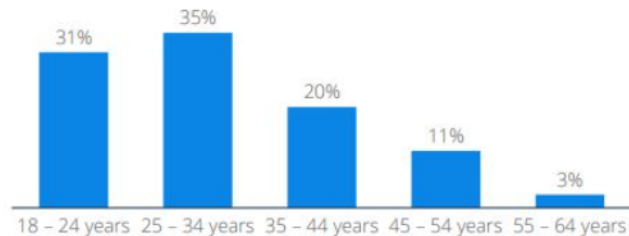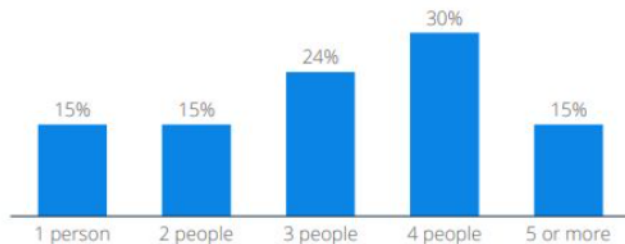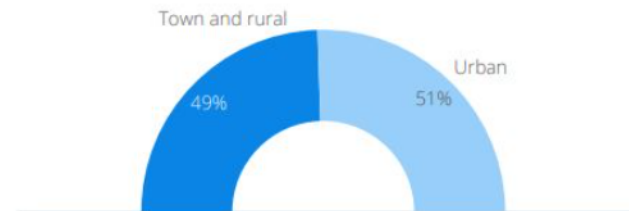
Male 65%
Female 35%

Age

18 – 24 years	25 – 34 years	35 – 44 years	45 – 54 years	55 – 64 years
31%	35%	20%	11%	3%

Household size

1 person	2 people	3 people	4 people	5 or more
15%	15%	24%	30%	15%

Community

Town and rural 49%
Urban 51%

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Discord has a higher share of 18 - 29 year old users than messenger users in general

Life stages

Age of consumers in the U.S.

■ 18 - 29 years ■ 30 - 39 years ■ 40 - 49 years ■ 50 - 64 years

	18 - 29 years	30 - 39 years	40 - 49 years	50 - 64 years
Brand customers	47%	31%	16%	6%
Category users	24%	30%	22%	25%
Total	25%	26%	20%	29%
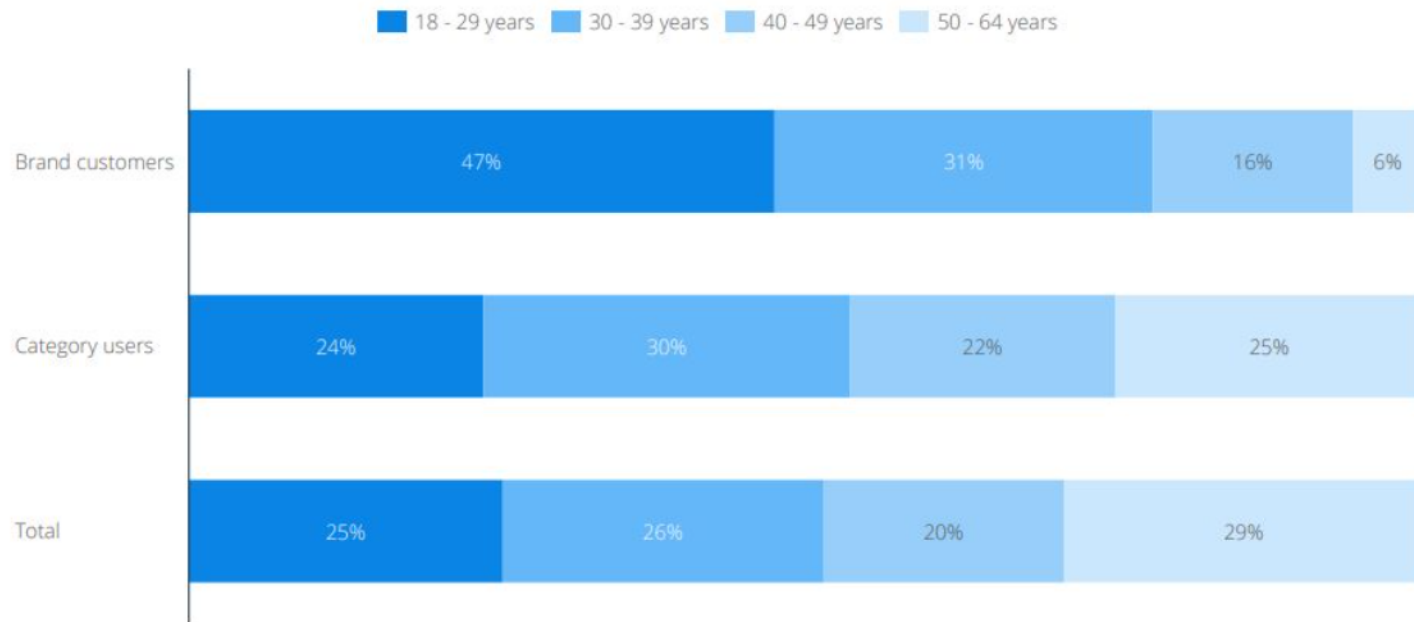
Compared to messenger users overall, Discord users are more likely to have a high income

Income

Share of consumers in the U.S. in the low, middle and high thirds of monthly household gross income

■ High ■ Middle ■ Low

	High	Middle	Low
Brand customers	45%	31%	24%
Category users	34%	35%	31%
Total	33%	33%	33%
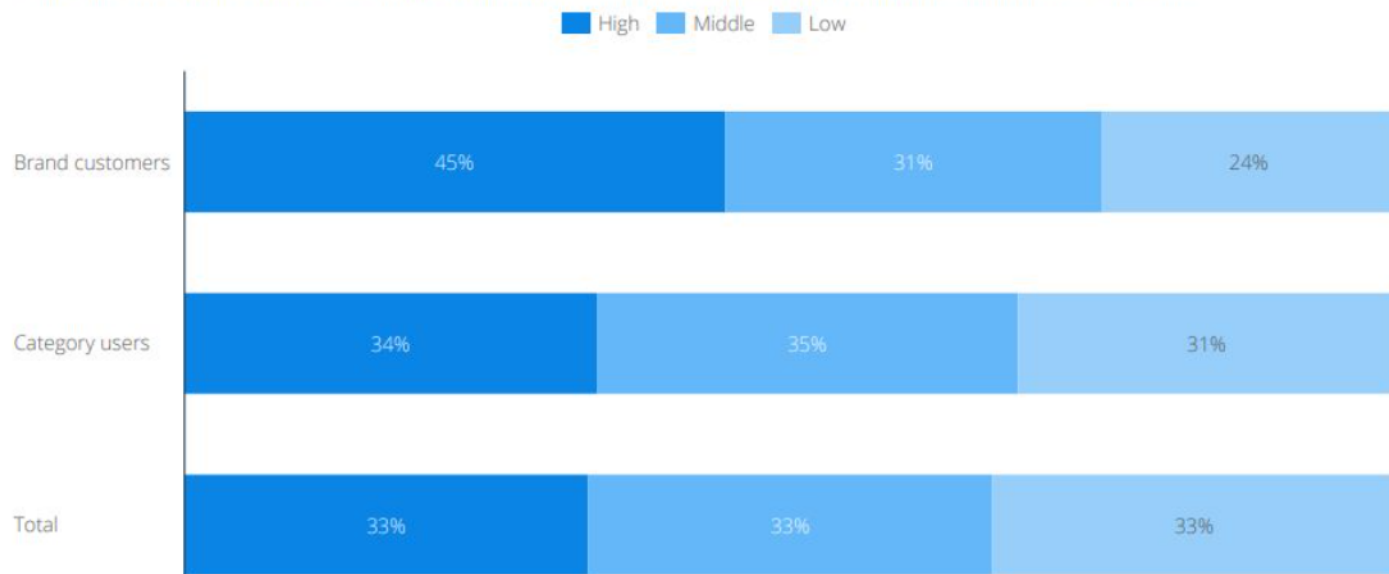
Discord users interact with companies on social media more than messenger users overall

Social media usage

Social media activities in the U.S. by type

Legend: ■ Brand users ■ Category users ■ Total

Activity	Brand users	Category users	Total
Liked posts by other users	66%	66%	52%
Sent private messages	62%	64%	48%
Commented on posts	60%	63%	48%
Followed people	58%	50%	39%
Posted pictures / videos	57%	55%	41%
Shared posts by other users	50%	47%	34%
Posted texts / status updates	48%	46%	34%
Liked company posts	45%	35%	25%
Followed companies	40%	28%	20%
Shared company posts	34%	20%	14%
I have used social media only passively	5%	5%	9%
I haven't used social media	1%	2%	10%

41% of Discord users bought products because celebrities or influencers advertised them

Attitudes

Attitudes towards online advertising in the U.S.

Legend: Brand users | Category users | Total

Statement	Brand users	Category users	Total
I don't mind advertising if I get free content in return	51%	42%	37%
I have bought products because celebrities or influencers advertised them	41%	22%	18%
I use ad blockers when browsing the internet	40%	28%	28%
It annoys me when I receive online ads based on my search history	35%	38%	37%
I don't mind when companies use my personal data for advertising	25%	17%	14%

28% of Discord users are innovators or early adopters of new products

Innovation adopter types

Innovation adopter types based on statements on innovation by consumers in the U.S.

Legend: ■ Brand users ■ Category users ■ Total

Adopter type	Brand users	Category users	Total
Innovators	4%	2%	2%
Early adopters	24%	14%	11%
Early majority	33%	37%	35%
Late majority	19%	21%	25%
Laggards	20%	26%	27%
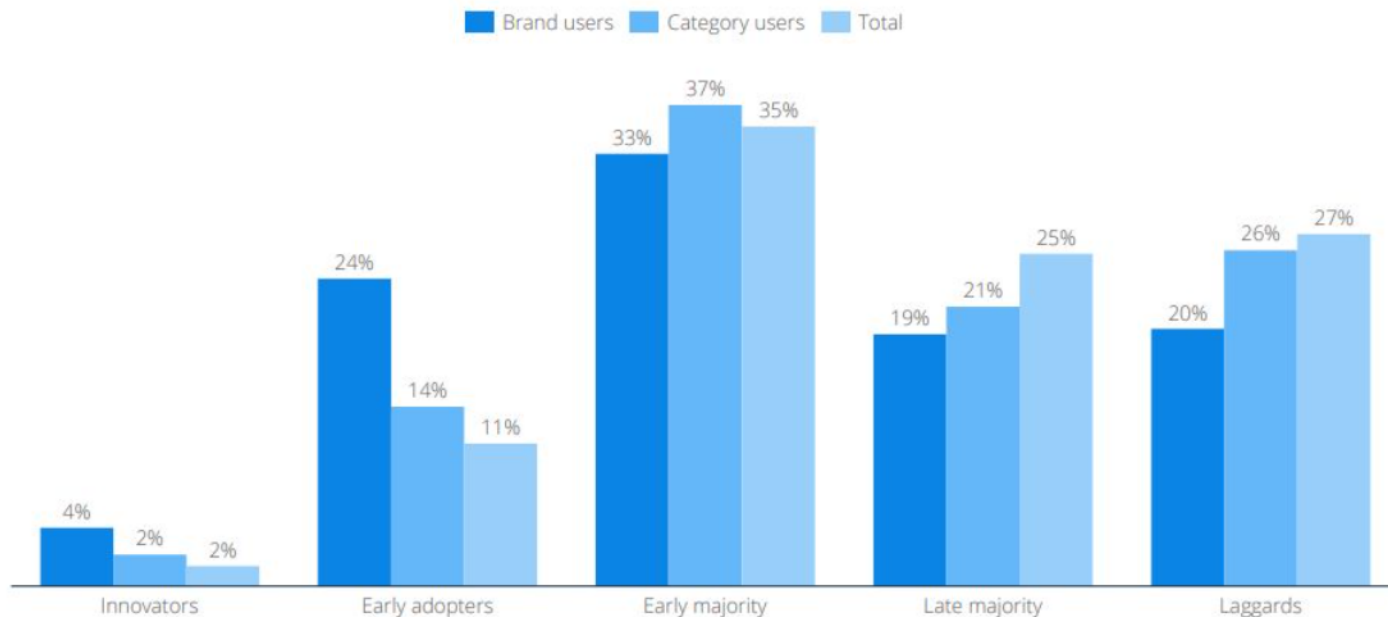
Discord users are more likely to live in a urban communities than the average onliner

Type of community

Communities in the U.S. where consumers live

■ Brand users ■ Category users ■ Total

	Rural community	Small town	Medium-sized town	Large city	City with over 1 million inhabitants	Megacity with over 5 million inhabitants
Brand users	10%	19%	20%	30%	11%	10%
Category users	15%	20%	23%	27%	8%	7%
Total	16%	19%	25%	27%	8%	6%
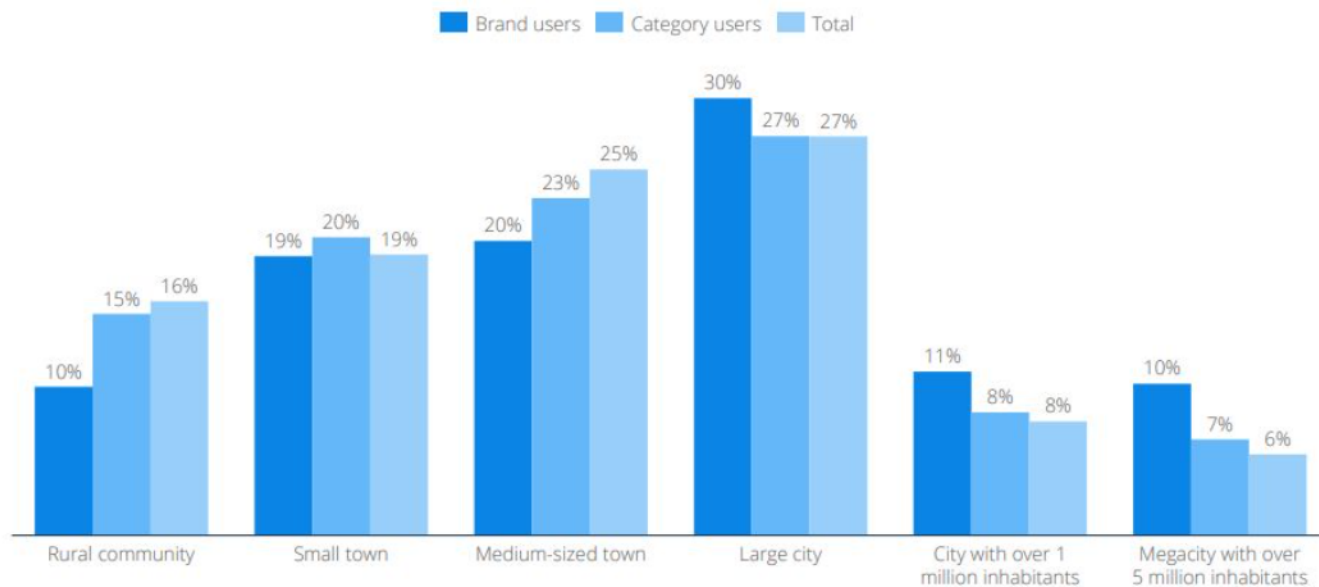
94% of Discord users regularly access the internet via a smartphone

Internet usage by device

Type of device consumers in the U.S. use regularly to access the internet

Legend: Brand users · Category users · Total

Device	Brand users	Category users	Total
Smartphone	94%	93%	88%
Gaming console	67%	40%	35%
Smart TV	66%	59%	53%
Desktop PC	64%	39%	38%
Tablet	59%	52%	47%
Regular laptop	59%	49%	44%
Streaming device	46%	38%	33%
Smart speakers	44%	31%	26%
Smartwatch	41%	27%	22%
Laptop with touch screen	40%	30%	27%
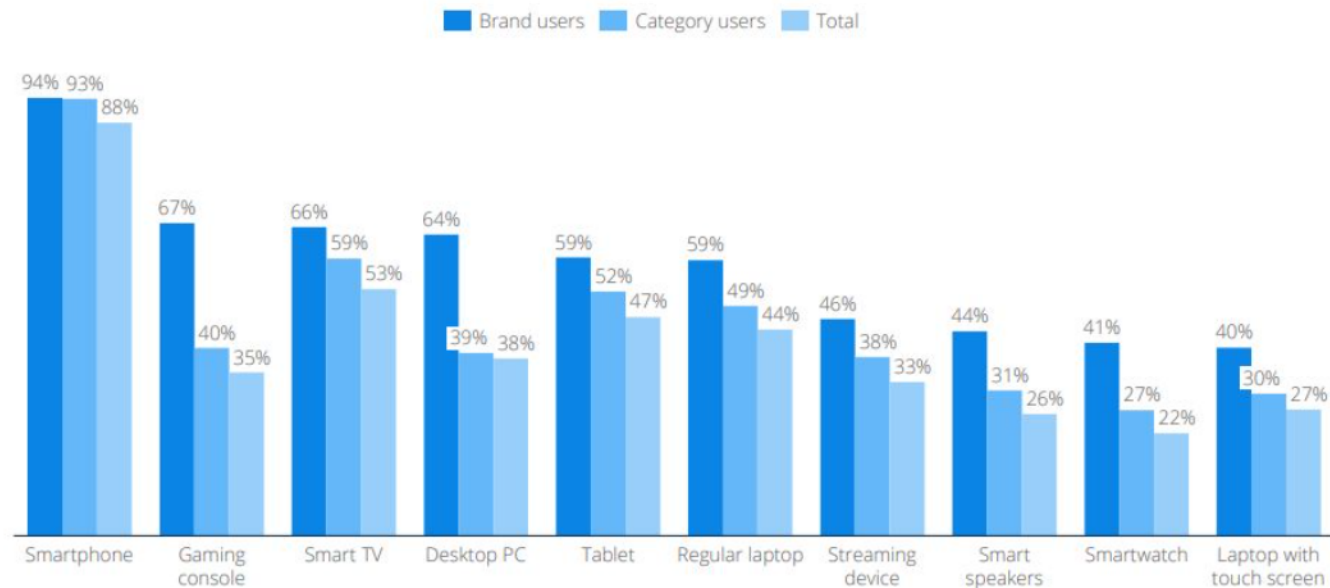
SuntGary 02/10/2022

Hello.My name is Andrei im from Romania(Europe)one of the few sixers fans in this country!!! I watch The Process from 2019 to this day and until i die!!! I would love to enter the server because i like to talk about everything that happens in this league especially sixers.One dream of mine would be to watch a sixers game sometimes if i could i would
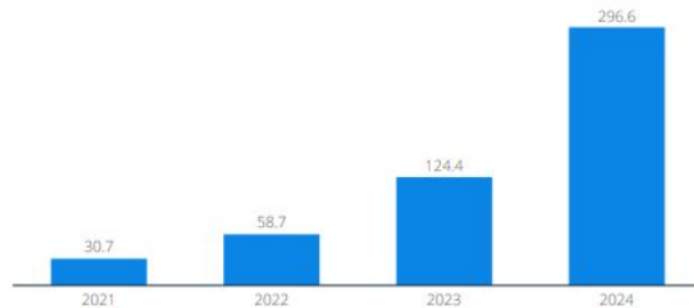
Network Readiness Index[1] of leading countries for Industry 4.0 in 2020

Rank	Country	Network Readiness Index
1	Sweden	82.75
2	Denmark	82.19
3	Singapore	81.39
4	The Netherlands	81.37
5	Switzerland	80.41
6	Finland	80.16
7	Norway	79.39
8	United States	78.91
9	Germany	77.48
10	United Kingdom	76.27
11	Luxembourg	75.27
12	Australia	75.09
13	Canada	74.92
14	South Korea	74.60
15	Japan	73.54
16	New Zealand	73.27
17	France	73.18
18	Austria	72.92
19	Ireland	72.13
20	Belgium	70.67
40	Mainland China	58.44
59	Brazil	50.58
74	Philippines	45.95
88	India	41.57

Augmented reality and virtual reality market to reach US$297bn by 2024

Virtual and Augmented reality: overview (4/4)

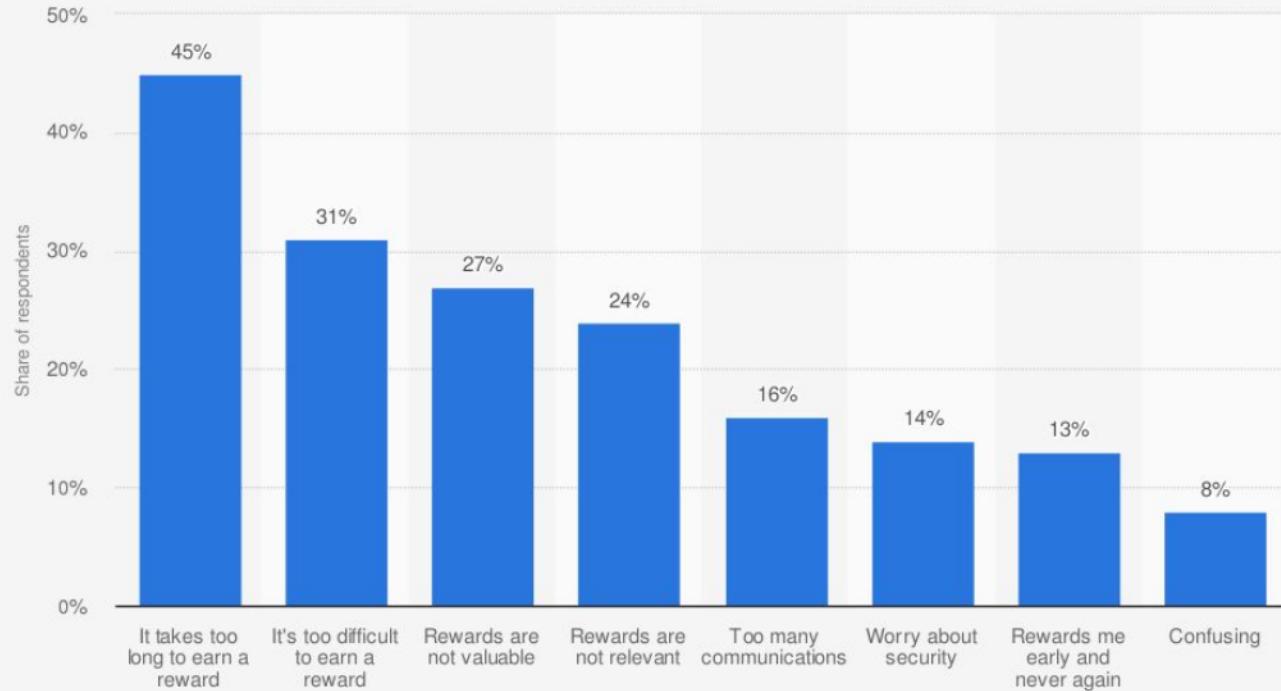**Global augmented and virtual reality market in billion US$**

2021	2022	2023	2024
30.7	58.7	124.4	296.6

Sources: BCG

Investment in augmented and virtual reality technology worldwide by 2024 in bn US$

VR gaming, VR video/feature viewing, and AR gaming	Training	Industrial maintenance	Retail showcasing
17.6	4.1	4.1	2.7
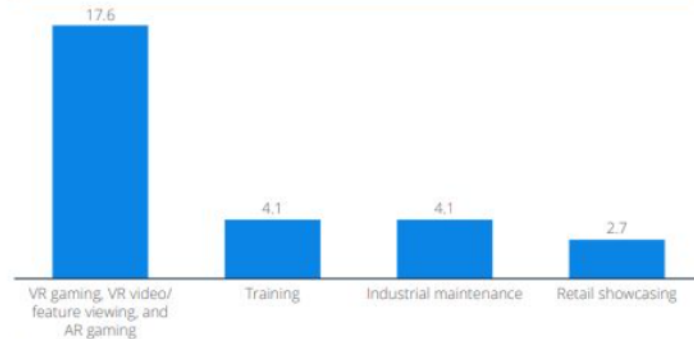
Sources: IDC

Leading factors disliked about loyalty or rewards programs according to consumers in the United States as of November 2020
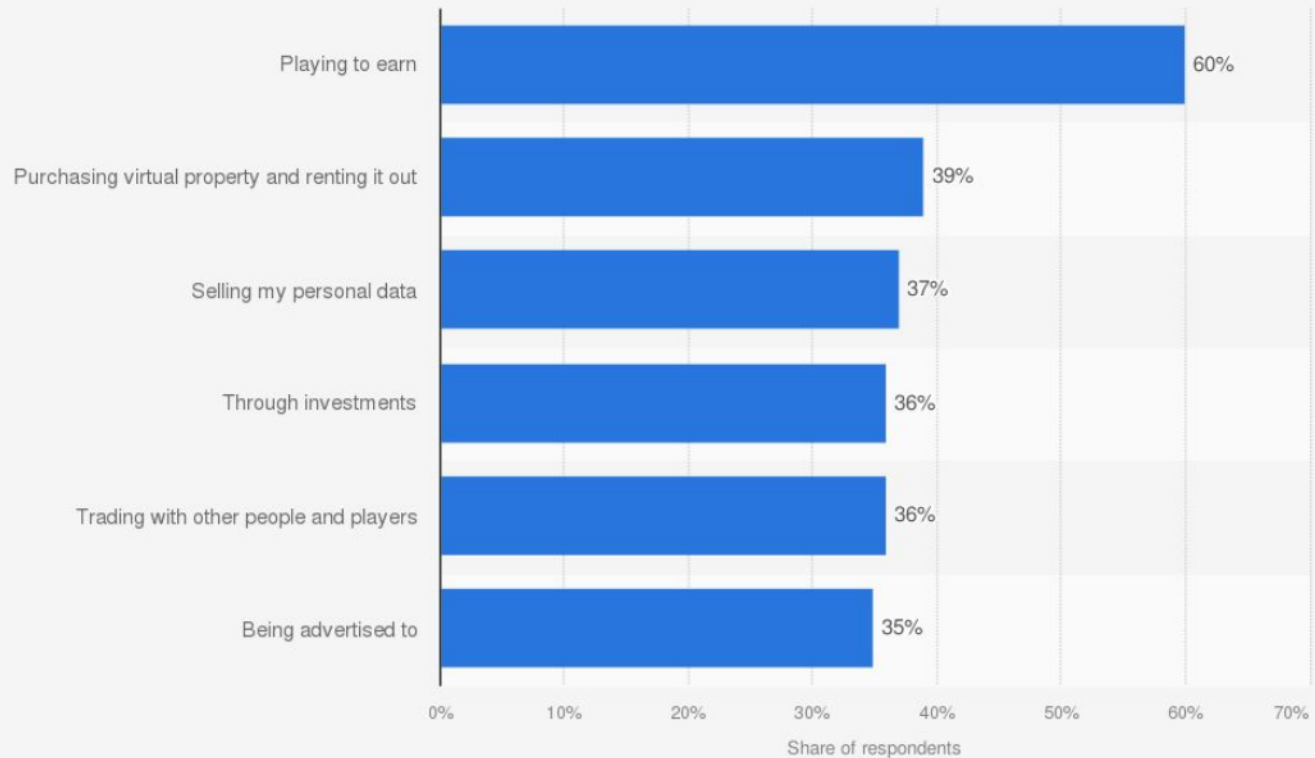
Share of respondents

- It takes too long to earn a reward: 45%
- It's too difficult to earn a reward: 31%
- Rewards are not valuable: 27%
- Rewards are not relevant: 24%
- Too many communications: 16%
- Worry about security: 14%
- Rewards me early and never again: 13%
- Confusing: 8%

Sources
Merkle; Loyalty Magazine
© Statista 2021

Additional Information:
Merkle; November 2020; 1,500 respondents; 18-65 years

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Prospective ways of earning money from the metaverse according to video gamers in the United States as of November 2021

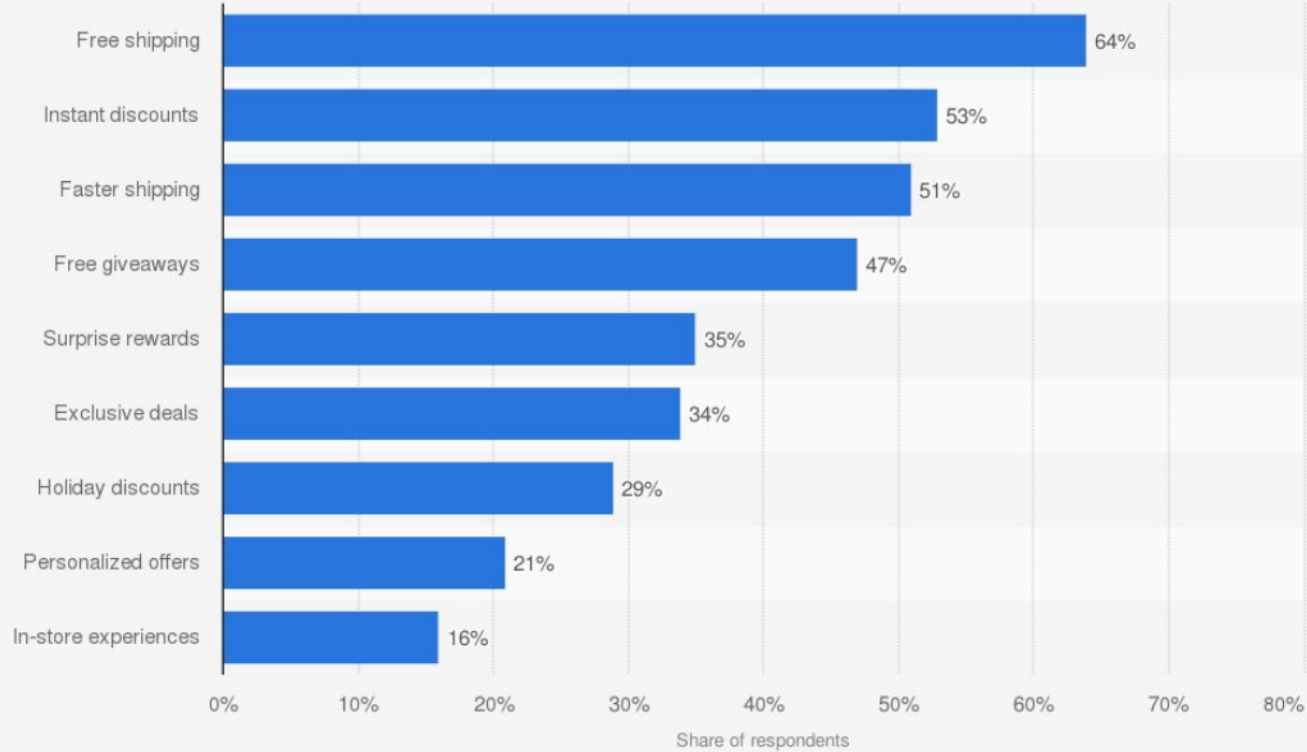| Category	Share of respondents
Playing to earn	60%
Purchasing virtual property and renting it out	39%
Selling my personal data	37%
Through investments	36%
Trading with other people and players	36%
Being advertised to	35%

Share of respondents

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Leading benefits motivating consumers to invest in or renew premium loyalty programs in the United States as of March 2021
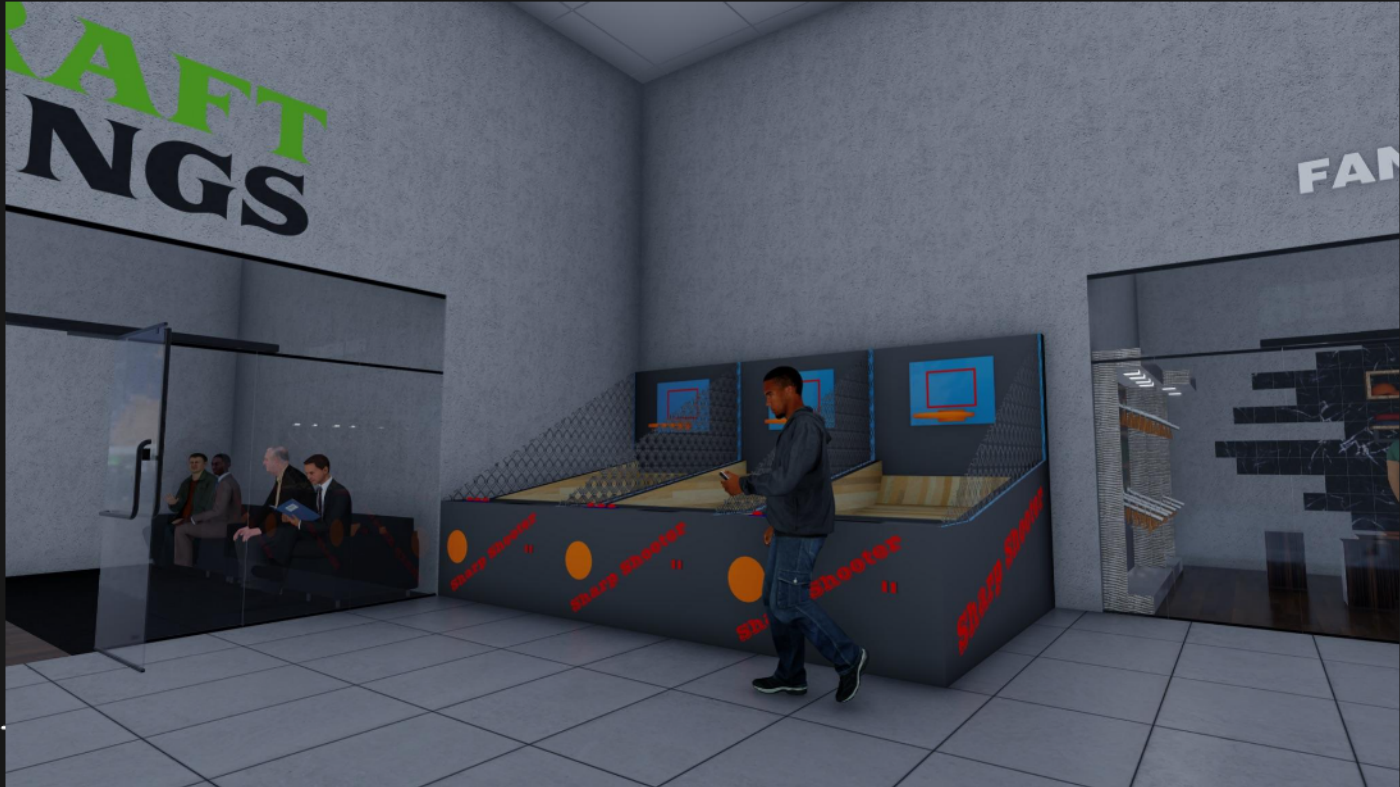
OUR "HUB"

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