



**Supercharging Fan
Engagement Through Web3
For
The Saudi Pro League**



Unlocking the Future

How Web3 Empowers Saudi Football

Football in Saudi Arabia is experiencing an extraordinary transformation. The Public Investment Fund (PIF), is investing at unprecedented levels to support its ambition to become one of the top leagues in the world.

With a healthy war chest, a passionate local fanbase, but without the legacy of the past, the Saudi Pro League (SPL) can embrace the future in ways other leagues cannot.

It can foresee tech-driven fan experience changes, investing in captivating tools for a younger, digital audience, unlocking value.

As Web3 specialists who've worked with McLaren F1 Racing Team, Cristiano Ronaldo, Binance, and Tezos, we've outlined challenges facing the SPL and articulated how Web3 can unlock its potential.

Our goal is not to create an exhaustive paper but rather to simplify Web3 giving practical, relatable examples that can benefit Saudi Arabia's sports rights holders.





Cultivating Success

How Web3 can revolutionise the SPL

Web3 is the third generation of the World Wide Web, often known as the "decentralised web." It refers to the development of technologies and protocols such as blockchain – that underpin what is a more decentralised and distributed internet, as opposed to the current centralised model dominated by players such as Google and Meta.

In simple terms, Web3 strives to develop a more open and inclusive internet that empowers greater innovation, collaboration, and user control.

For the Saudi Pro League, with a long-term strategic aim to revolutionise sport, embracing Web3 can give the league a competitive advantage as it differentiates itself from its European competitors and builds new ways for fans and partners to engage with teams and players.



I truly believe that blockchain technology will power the future of sports and fan engagement and will create a new medium for sports organisations to form deeper relationships with their fans.



Tim Mangnall – CEO
Capital Block



Empowering Growth Innovating a WIN-WIN In The SPL

At the heart of the success of any sporting league and club structure is an infrastructure that delivers mutually beneficial value for all stakeholders.

Whilst the Saudi Pro League has been in existence for almost 50 years since its inception in 1976 its aim to quickly establish itself as one of the top ten leagues in the world demands a new approach; one that requires new thinking, new collaborations and a way to realise commercial value for all parties.

It will be crucial to embrace innovation whilst at the same time, creating 'win-wins' for all stakeholders.





The Challenges

Boosting Loyalty and Globalisation



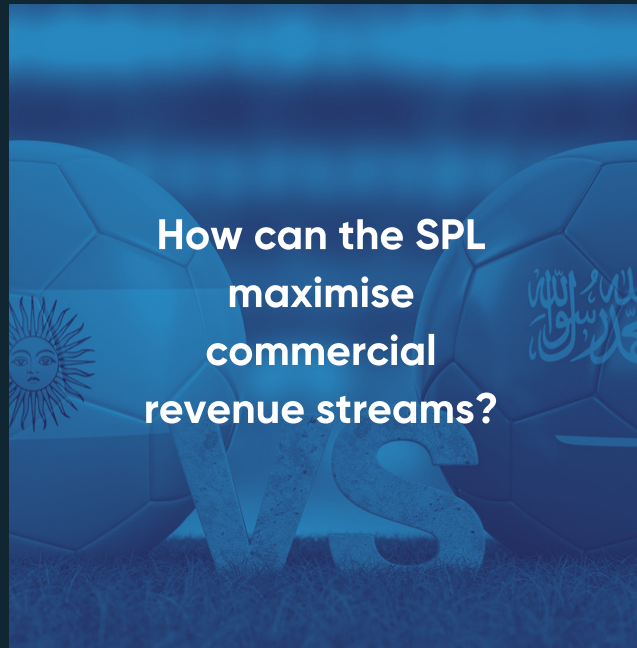
How can the SPL
inspire fan loyalty
amongst local fans?



How can the SPL
build fan
engagement
amongst new
audiences?



How can the SPL
export the league
to a new
international
fanbase?



How can the SPL
maximise
commercial
revenue streams?



The Challenge & Solution

Inspiring Loyalty Amongst Local Fans

The SPL can use Web3 to create fan loyalty platforms powered by blockchain, with ticketing at the heart of a new approach.

Fans can earn tokens by going to matches, supporting teams, and participating in communities. These tokens can earn rewards that enhance fan loyalty and inspire an even greater sense of fandom.

SOLUTION

To empower this to happen, the SPL could create a blockchain based ticketing system across the league where your token offers more than just a means of entry and delivers the following benefits:

Collect

Rather than your access just being through a bland QR code or a characterless Season Ticket card, co-create a fan designed match ticket for each game. Make them collectible. Fans can use this as a badge of honour in the future to mark their attendance or sell them if they choose.

Community

Your ticket token can unlock special access to game specific communities, or access to chats with players for only a select group, harnessing a deeper sense of fan community.

Proof of authenticity

As each ticket is represented by a distinct token, it provides irrefutable proof of its authenticity. This will help prevent counterfeiting and ticket fraud, ensuring that fans have genuine tickets, whilst minimising the potential for ticket touting.

Participate

Encourage fans to lean forward and feel a greater emotional investment in that game. Let's say each ticket has an embedded player code and a timecode. If your player scores at 'your' time, you win.

Reward

Give back to fans who visit the most games, recognising their loyalty – which can unlock other benefits like merch discounts, or player 'meet and greets', even gamifying attendance with leader boards.



The Challenge & Solution

Building Fan Engagement & New Audiences

Unless you've grown up in the Kingdom of Saudi Arabia it is unlikely that you will have a bond with SPL teams, so the appeal of international stars will be vital leverage to introduce ways of building relationships with local players.

Unlike the European leagues, many fans will have no history or affiliation with teams, so it will be crucial to build ways to inspire relationships with team and players for new fans.

SOLUTION

Using blockchain technology the SPL and its teams can create digital collectibles offering ways to gamify relationships with the teams and players, where fans can be rewarded by collecting 'digital equivalents of Panini player stickers'. The blockchain offers a way to authenticate and verify ownership of these digital assets, increasing the value and collectability of these items.

Creating team and league collections would be an ideal way to leverage the appeal of the SPL's international superstars, whilst introducing new local, unfamiliar players to fans, and building that relationship that will be so important as the league achieves its stated aim of reducing its reliance on older players over time.

Rather than just be a one-dimensional card, these digital collectables can serve as a key to unlock rewards, content and experiences, for example, meeting the players or gaining access to the club training sessions.



The Challenge & Solution

Building Fan Engagement & New Audiences

From our experience working with Tezos and McLaren F1 Racing, their 23/23 digital collectibles programme – where fans could collect race collectibles – drove over 2 million claims and the acquisition of over 500,000 new individual fans.

Each collectable can give fan access to communities where fans from around the world can connect, discuss matches, and share their passion.





The Challenge & Solution

New International Fan bases

International fans may sample a match once out of curiosity. But, they have no history and no affinity with teams, so driving repeat viewing and encouraging fandom will be challenging. How can it encourage emotional participation, drive repeat viewing and build the international appeal of the league?

SOLUTION

In August 2023, the SPL recently announced deals with 26 broadcasters to deliver coverage in over 170 markets. That's a fantastic start highlighting the success of their strategy to invest in stars such as Cristiano Ronaldo, N'golo Kante and Karim Benzema who have huge appeal to international audiences.

However, whilst viewers may tune-in once out of curiosity, will they return? Right now, few international fans have any emotional investment in those teams. The SPL need 'samplers' to convert into engaged fans. They need to drive repeat tune in and increase 'time-spent viewing' sessions.

Bleacher Report has led the way with its 'B/R W2E' programme. With a forward-thinking approach, the SPL, could enhance the value of its broadcast deals with the technical infrastructure for an innovative programme that drives viewing. A true win-win.

By leveraging Web3 technologies, the SPL could introduce real-time gamification and rewards to encourage longer viewing sessions, providing its broadcaster partners with a loyalty programme, each could reskin and present as part of their broadcast package for viewers.

The longer you watch, the more viewers get the chance to win prizes. Just as the SPL will provide a 'central' broadcast feed of the match, it could provide the infrastructure for a Watch2Earn programme that broadcasters could embrace adding value to their rights package.



The Challenge & Solution

Maximising Commercial Revenue Streams

European leagues tend to provide the benchmark for how teams and leagues can generate revenue from the classic pots of broadcast licensing, ticket sales, merchandise and sponsorship.

As outlined earlier, Web3 opens up potential for the SPL to add value to traditional ticketing and broadcast licensing approaches increasing their commercial potential. Sponsorship, merchandise and new digital products are also areas that are ripe to explore.

SOLUTION

Sponsorships

Web3 can underpin new ways for brands to use technology to embrace a fresh approach that can unlock more engaged fan relationships and drive new customer acquisition.

Innovative teams such as Manchester United and our own client, McLaren F1 Racing, are leading the way in leveraging their IP to increase the value of their brand partnership propositions for sponsors.

Both have created highly successful digital collectible series with brand partner, Tezos that have delivered extraordinary value for both team and sponsor.

Man Utd's digital collectible campaign is claimed by over 1 million fans, and McLaren's 23/23 race collectibles posters have been claimed by over 2 million fans (and counting) half way through the 2023 season.

Merchandise

Web3 has the power to revolutionise merchandise sales whether that be through:

Verifying the authenticity with digital collectables verifying the origin and ownership of a real Al Hllal shirt, increasing the value of the 'real thing' rather than the fake merchandise that clubs gain no commercial benefit from.

Blockchain can empower the creation of limited-edition merchandise with a specific number of digital items, creating a sense of scarcity and exclusivity.

Creating new physical merchandise items that live in the digital world, so clubs can sell team kits or new digital fashion that fans can wear on their avatars as they play games or enter online communities.



**ABOUT
CAPITAL BLOCK**





Who we are.

Capital Block are a specialist consultancy that use Web3 and blockchain technology to unlock the commercial value of sports for teams, federations, talent and sponsors.

We work with rights holders such as Cristiano Ronaldo, McLaren F1 Racing Team, AS Monaco, Legia Warsaw and brands such as Tezos and Binance.

Nestled in the heart of Dubai – and with an office in London – Capital Block stands at the crossroads of innovation and ambition, aligning seamlessly with the transformative Saudi Arabia Vision 2030.

Our mission? To collaborate with clubs, sports organizations and federations infusing them with long-term strategy and cutting-edge technology. This will not only elevate their sports offerings to be the best in the region but will also position them as global contenders.

But our vision doesn't stop there. At Capital Block, we are fuelled by a profound belief – that within the next five years, Saudi Arabia has the potential to rival the top 5 leagues in the world. And we are committed to turning this belief into a reality.

Join us on this exhilarating journey as we embark on a mission to place Saudi Arabia on the global sports map!



Saudi Arabia

239
629
KM/H



SAU^{02/23}

BINANCE

GOAL #
140



R

BINANCE

GOAL #
100



N



11/12

United States

1/3

242,955



MIA^{05/23}

US GP US GP US GP US GP DETROIT GP US GP WEST US GP US GP US GP US GP DETROIT GP US GP WEST



THANK YOU

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