

CASE STUDY

# Pro Sports League Consolidates Fan Experience, Sees Its Best Season Yet

A unified platform-to-rule-them-all allows a sports league to run its most profitable, most-watched and most-attended season in years.



For many sports organizations, the ability to unify the fan experience with a centralized platform becomes a key to success.

In the following case study, ObjectStyle Sports acted as a technology partner of our client, a professional sports league, to streamline and optimize the fan experience.

**CLIENT**

Professional Sports League

**INDUSTRY**

Sports & Entertainment

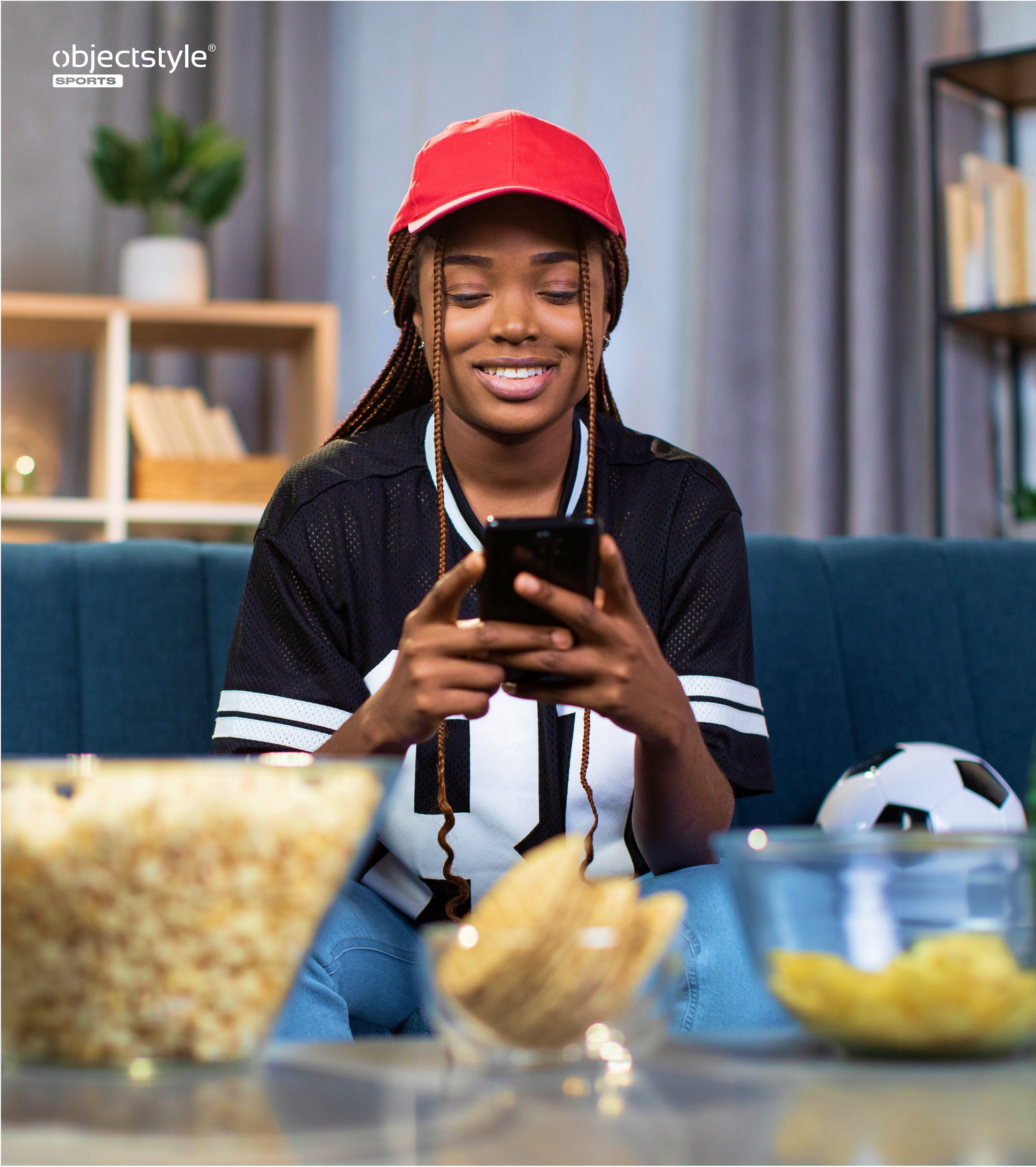
**LOCATION**

United States

## PROJECT SUMMARY

Together with our client, ObjectStyle Sports designed a centralized fan engagement platform and launched it across mobile and web to modernize how millions of fans experience the game. The platform integrates real-time data, advanced analytics, fan identity management, and immersive visualizations to deliver a modern, scalable digital experience.

The initiative helped support the league's strongest business performance in its history, with projected revenues exceeding \$6.6 billion for the 2024–2025 season. Attendance, broadcast viewership, and fan interaction reached historic highs, demonstrating the impact of a unified digital engagement strategy.



# THE CHALLENGE

The league needed to modernize its digital infrastructure to meet growing fan expectations. Fragmented fan experiences, limited real-time insights, and lack of a unified identity system made it difficult to deliver personalized, immersive experiences at scale.

Our client required a centralized, scalable platform capable of supporting millions of fans while enhancing engagement, accessibility, and monetization opportunities.

# THE SOLUTION

**A comprehensive fan engagement platform was developed to unify the league's digital ecosystem.**

The platform delivered integrated mobile and web applications, real-time game schedules, advanced player and team statistics, and historical data access.

It incorporated sensor-based object and player tracking data, enabling interactive visualizations and deeper insights into gameplay.

A centralized fan account system with single sign-on enabled seamless access to premium content, purchases, and fan activities while supporting personalization.



# THE RESULTS

**\$6 BILLION**

in Projected Revenue

**\$23 MILLION**

Season Attendees

**96%**

Arena Utilization

**\$60 MILLION**

Viewers in North America

**SINCE 2015**

Most-Watched Season

**SINCE 2013**

Most-Watched Final

## RECORD BUSINESS PERFORMANCE

- Projected revenues exceeding \$6.6 billion for the 2024–2025 season
- Strongest business performance in league's history

## HISTORIC ATTENDANCE GROWTH

- 22.9 million total attendance during the 2023–2024 regular season (highest ever)
- 2% year-over-year increase
- 96.2% arena capacity utilization during the 2024–2025 season

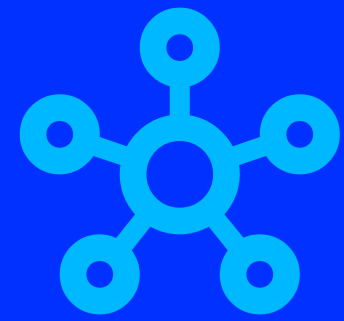
## RECORD BROADCAST VIEWERSHIP

- Most-watched regular season since 2015–2016
- Most-watched cable season in 30 years in the U.S.
- 58.6 million fans tuned in across North America

## CUP PLAYOFFS ENGAGEMENT

- Most-watched playoffs since 2017
- Most-watched Cup Final since 2013
- 3.4 million average viewers across playoffs (up 14% year-over-year)

# KEY TAKEAWAYS



Unified digital platforms drive measurable fan engagement and revenue growth



Real-time data and analytics significantly enhance fan immersion



Centralized identity systems enable personalization and stronger fan relationships



Scalable infrastructure supports global audiences and peak engagement moments



## About ObjectStyle Sports

ObjectStyle Sports designs and delivers high-performance digital platforms for professional leagues, teams, and federations.

With a holistic understanding of the sports ecosystem, the company helps sports organizations revamp their internal operations as well as fan- and partner-facing digital assets to evolve with the game.

 SALES@OBJECTSTYLE.COM

 [WWW.OBJECTSTYLE.COM](http://WWW.OBJECTSTYLE.COM)

 [@OBJECTSTYLE-SPORTS](https://www.linkedin.com/company/objectstyle-sports)