



## Franco Segarra

Head of Data/Analytics,  
Ticketing and Fan Experience

***“As we see the rise of virtual fans in closed door matches, we are getting to a point where virtual reality and augmented reality are going to converge.”***

*Franco Segarra, Head of Data, Ticketing and Fan Experience*

Key points from Franco Segarra’s conversation as a part of the 2020 Europe Virtual Sports Tech Conference. Franco discussed how he, and Valencia CF approach digital innovation, and the use of data in football. He also spoke about the impact of COVID-19 and how it has accelerated the need for digital in football.

- COVID-19 has given a chance for innovation to accelerate, including building an e-commerce platform, contactless ticket systems and in-seat concession ordering.
- It’s very difficult to impose new technology onto fans too quickly, as they will take it as threatening traditional sporting norms. I.E contactless ticketing, the promotion of safety due to COVID-19 now has allowed that transition much easier.
- Digital transformation does disrupt traditional methods that older generation fans may be quite connected to (match day ticket collections/memorabilia aspects), and that must be taken into account when the transition is made to still fulfil that need.
- “Data is often used to solve answers to questions or to prove you are right. However, you can always manipulate data to prove that you are right. The way you should work with data is to follow trends, and

develop questions from the data that you can then discover solutions.  
Make the data work for you”

- Based on engagement through social media and behavioural analytics, we’re constantly trying to improve the experience for our fans.
- “As we see the rise of virtual fans in closed door matches, we are getting to a point where virtual reality and augmented reality are going to converge.”