

The Participation Economy:



How Audiences Really Engage Today

What multi-screen behaviour reveals about modern fandom

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Meet the Gen Z Fan

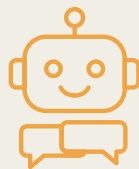
**Digital-first. Social-native.
Always connected.**

4+ hours on
screens daily



77% use a second
screen live games

Expect
personalised
experiences



It's a Screen World

People engage differently. A live moment can simultaneously trigger:

Messaging



Browsing

Purchasing

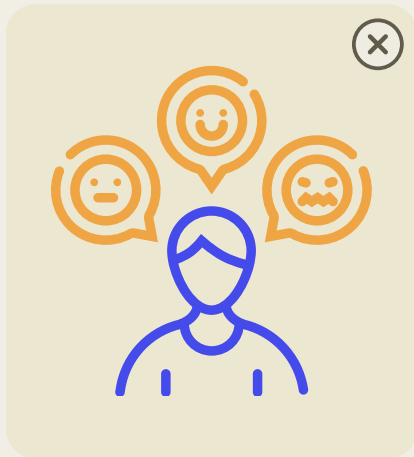


Sharing

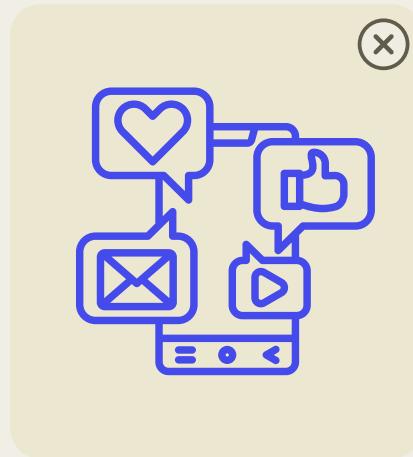


Engagement Today

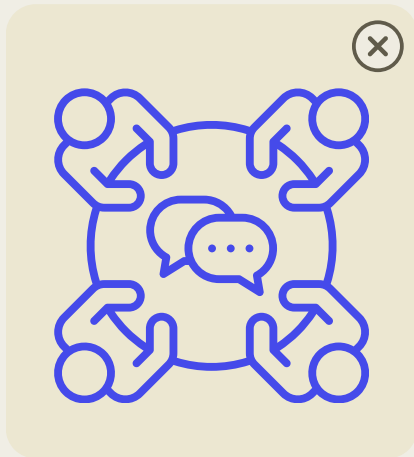
Audiences now play an active role in the experience



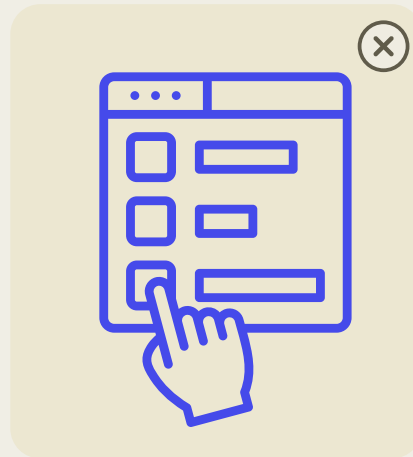
React live



Switch platforms



Shape conversations



Act instantly

20 tabs open



What Changed

How fans experience live sport today

before



after



one screen



multi-screen



linear journey



simultaneous behaviour



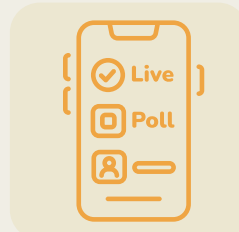
scheduled engagement



always-on interaction



passive viewing



active participation



Livestream platforms have grown by making participation shared, real-time, and social.

Sport is Evolving Fast

Is your organisation ready to respond in real time?



personalised
fan journeys



interactive
digital layers



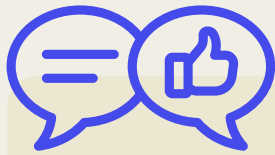
real-time
engagement

Engagement is now continuous, multi-layered, and driven by participation.



BOLTOS

Built for Modern Fans



Explore
identity-led,
real-time
engagement

boltos.ai

