

01

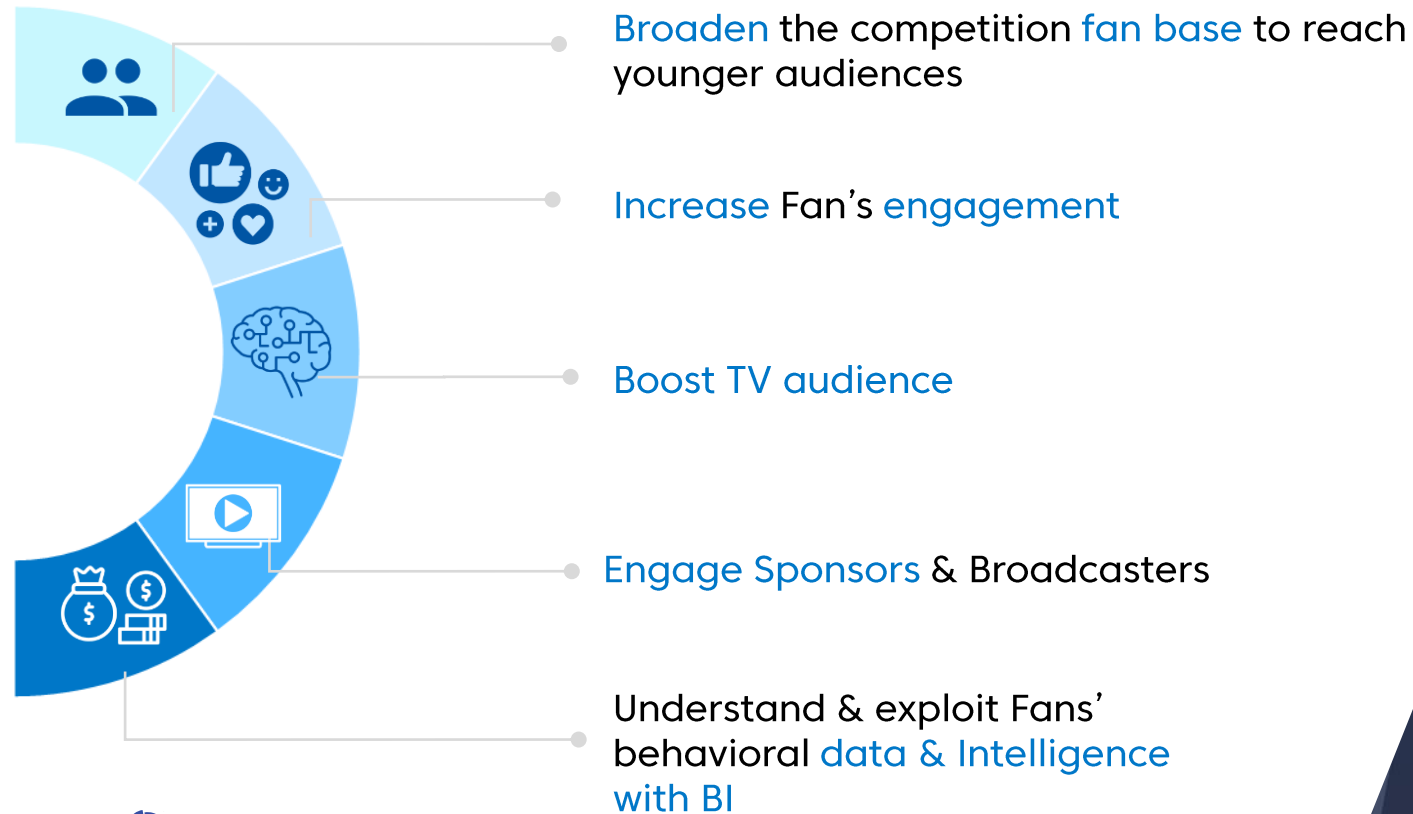


Fantasy

Interact, understand and monetize the relationship with fans

The development of Fantasy Games has numerous key value drivers for sport competitions

Key value drivers



LaLiga used its Fantasy game on the competition to maximize fan's interaction with the content

Strategy

Serve as a channel to help broadcasters increase their number of subscribers, and therefore audience for the LaLiga competition.

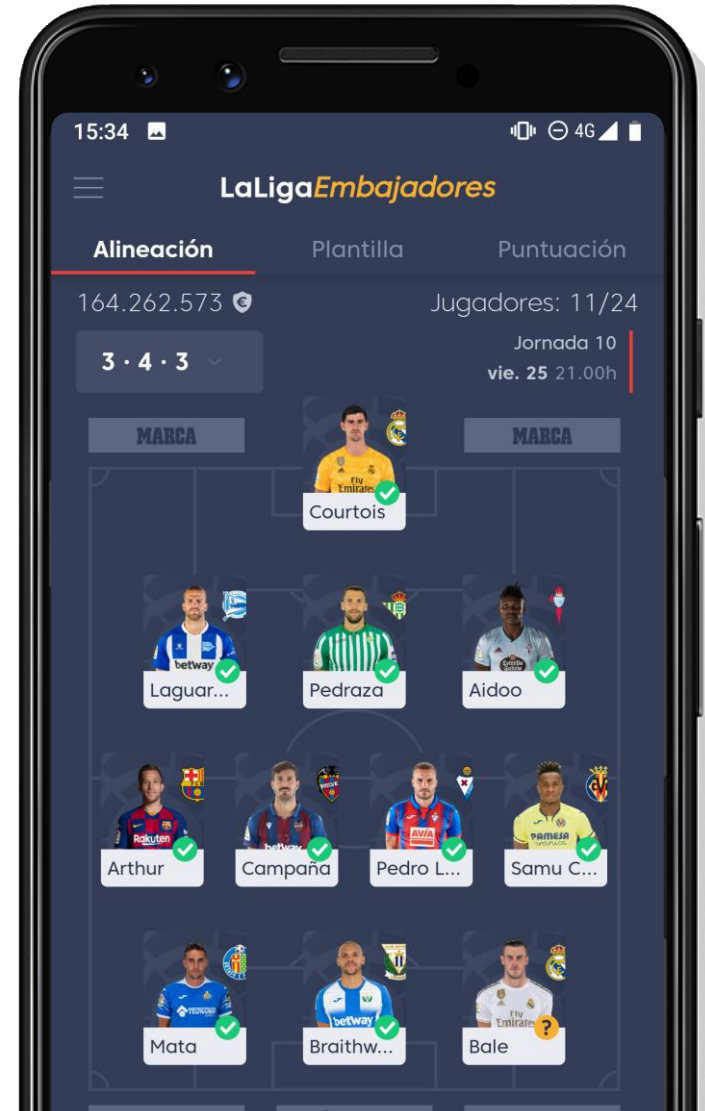
Broadcasters



Languages

English, Indonesian, Spanish, Portuguese, Hebrew, French, Dutch

SAU 20/21: 3.214.108





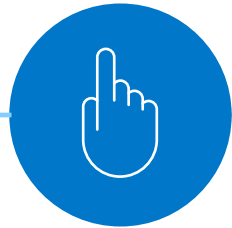
It`s not just a game

**Our digital ecosystem unlocks the
full potential of a Fantasy game
with BI capabilities**

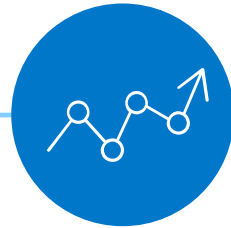
Exploit the data from the Fantasy game with robust and dynamic dashboards to address challenges and take business decisions

Fantasy Dashboards

1. Users



2. Acquisition



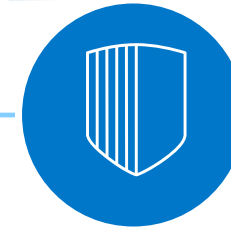
3. Monetization



4. Support



5. Competition



LaLiga Tech Fantasy leverages on the integration of multiple data to improve client's decision making



Game's back-end



AppAnnie



Appsflyer.



AdManager



Users telemetry



Comscore



Localytics



Zendesk

Analyze user types & demographics



LaLiga

Seguimiento

Jugadores

Funcionalidades

Monetización

Atención Cliente

Detalle Usuarios

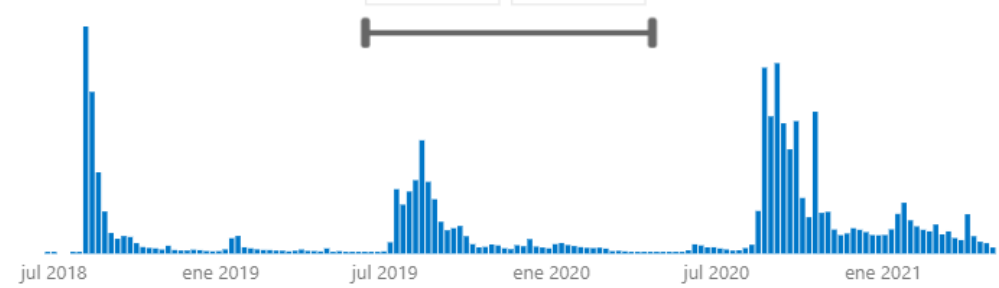
Enrollment [Análisis de ligas](#) [Usuarios por jornada](#) [Usuarios por uso](#) [Actividad](#) **Análisis demográfico** [Resumen](#)

Análisis demográfico usuarios

[Reg. desde Fantasy](#) [Usa Fantasy temp. act.](#)

Log	Tipo Identificación	Usuarios	% Tot.
		4	0,0%
	Apple	35.622	3,1%
	Facebook	193.033	16,7%
	Google	688.744	59,5%
	LocalAccount	239.206	20,7%

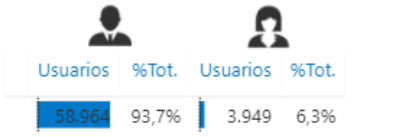
Usuarios por fecha de creación Frecuencia:



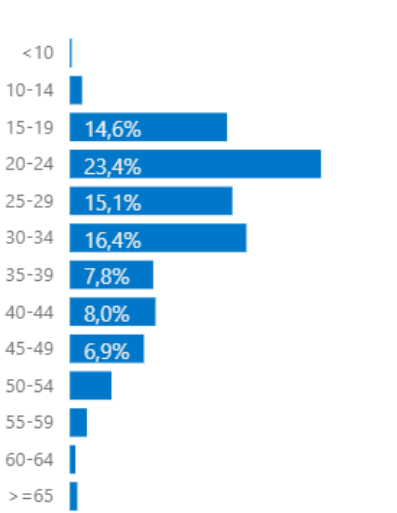
1,156,609 Usuarios

Canal	Usuarios	% Tot.
<input checked="" type="checkbox"/> AppAlbacete	1.857	0,2%
<input checked="" type="checkbox"/> AppAlcorcon	7	0,0%
<input checked="" type="checkbox"/> AppAlmeria	5	0,0%
<input checked="" type="checkbox"/> AppCadiz	119	0,0%
<input checked="" type="checkbox"/> AppElche	36	0,0%
<input checked="" type="checkbox"/> AppGetafe	19	0,0%
<input checked="" type="checkbox"/> AppHuesca	46	0,0%

Con género: 62,913 5.4 %



Con edad: 40,981 3.5 %



Con equipo favorito: 989,341 85.5 %

Esc.	Equipo	Usuarios	% Tot.
	Real Madrid	358.468	36,2%
	FC Barcelona	312.772	31,6%
	Atlético de Madrid	78.537	7,9%
	Real Betis	44.893	4,5%
	Sevilla FC	34.695	3,5%
	Valencia CF	32.657	3,3%
	Athletic Club	30.048	3,0%
	Real Sociedad	18.186	1,8%
	RC Celta	12.946	1,3%
	CA Osasuna	8.105	0,8%
	Granada CF	7.686	0,8%
	Cádiz CF	7.377	0,7%

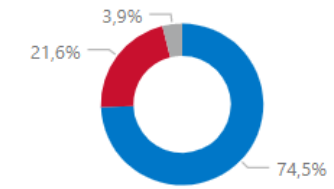
Con país: 1,109,519 95.9 %

Ban.	País	Usuarios	% Tot.
	España	894.965	80,7%
	Estados Unidos de América	20.078	1,8%
	Israel	15.109	1,4%
	México	11.336	1,0%
	Egipto	11.306	1,0%
	Nigeria	8.344	0,8%
	Brasil	7.117	0,6%
	Argelia	6.336	0,6%
	Marruecos	6.106	0,6%
	Cuba	5.574	0,5%
	Reino Unido	5.452	0,5%
	Venezuela	5.255	0,5%
	Argentina	5.232	0,5%

Consentimiento com. comerciales



Consentimiento publicidad personalizada



Consentimiento perfilado

