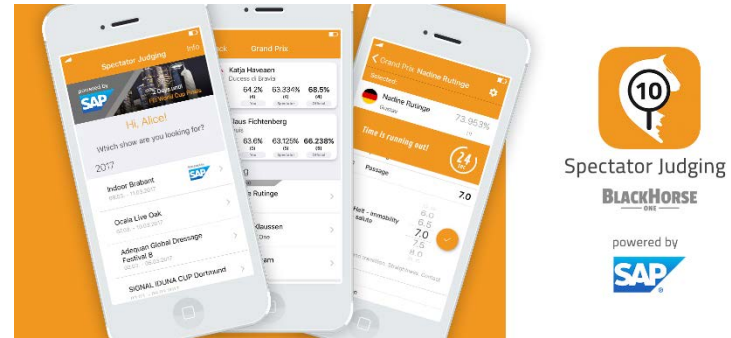




Master Thesis in Cooperation with Spectator Judging® Engagement and Experience

Spectator Judging® by Black Horse One and SAP

Spectator Judging® is a unique fan engagement app which enables the audience of top level horse shows to get in the judge's seat. Audience scores and rankings are being created in real-time during the competitions. Created in 2013 to involve the audience in dressage judging, *Spectator Judging®* meanwhile has become a highly welcomed fan offering at forward-thinking tournaments of all sizes up to the FEI World Cup™ Dressage Series. Since 2017, *Spectator Judging®* is also available for Show Jumping, Driving and Vaulting.



Topic

Digitalization is a valuable tool to empower and engage customers in order to increase customer experience. However, it can also be a source of frustration and some customers are still resistant to use these kind of services. Can we predict which customer segment is most likely to use a digital innovation? Does the customer experience for fan engagement app users differ from the experience of non-users? If so, for which segment is the difference the most significant?

The aim of the master thesis is to analyse the concept of fan engagement in cooperation with *Spectator Judging®* and *Turnier der Sieger* (23.-26.8.2018).

Contact

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