

Global Sports and Arts Promoters Market Thriving with Technological Innovations

The Business Research Company's Sports and Arts Promoters Global Market Report 2023 – Market Size, Trends, And Market Forecast 2023-2032

LONDON, GREATER LONDON, UK,
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EINPresswire.com/ -- The [global sports and arts promoters market](#) has

exhibited robust growth, escalating from \$221.95 billion in 2022 to \$233.39

billion in 2023, reflecting a Compound Annual Growth Rate (CAGR) of 5.2%. This upward trajectory is anticipated to persist, propelling the sports and arts promoters market size to \$281.80 billion by 2027, sustaining a CAGR of 4.8%.

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The market size of sports and arts promoters market is expected to grow to \$281.80 billion in 2027 at a CAGR of 4.8%.”

*The Business Research
Company*

Key Market Players Driving Growth:

Major companies influencing the sports and arts promoters market include Live Nation Entertainment, Inc., EXOR Group, Madison Square Garden Company, Lincoln Center, San Francisco Symphony, Townsquare Media, Inc., GMM Grammy Public Company Limited, Tivoli A/S, Factory Theatre, and Denver Center For The Performing Arts.

For a deeper understanding and strategic insights, refer to our comprehensive sample report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=2170&type=smp>

Technological Advancements Enhancing Spectator Experience:

Sports organizers are increasingly adopting virtual reality technology to elevate the spectator experience during sporting events. This innovative technology creates immersive environments that simulate a physical presence in an imaginary setting. Sports clubs and teams are leveraging simulated and 360-degree environments to enhance fans' match viewing experience, allowing them to virtually explore stadiums or race tracks and view matches from various angles. Notably, the NBA broadcasted a game in virtual reality, enabling viewers to witness the action from



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multiple perspectives, including underneath the basket. NASCAR has also integrated virtual reality to create interactive fan areas at race tracks.

Mobile Ticketing Revolutionizing Ticket Purchase Experience:

The implementation of mobile ticketing is gaining traction among sports and arts organizers to streamline the ticket purchase experience for fans. Mobile ticketing enables customers to buy and validate tickets using their mobile phones, eliminating the production and distribution costs associated with traditional paper-based ticketing channels. Additionally, the digital exchange of data through mobile ticket transactions provides organizers with valuable insights into fan behavior, facilitating data-driven marketing strategies. For example, Barcelona has adopted mobile ticketing, allowing fans to scan a barcode on their phones for access to matches. Pocono Raceway has introduced a mobile ticket delivery system, enabling fans to have tickets delivered to their mobile devices and scanned directly at the gate.

Regional Dynamics: Asia-Pacific Leads, Africa Emerges as Fastest-Growing Region:

In 2022, Asia-Pacific claimed the largest share in the sports and arts promoters market, with Africa projected to be the fastest-growing region in the forecast period. The comprehensive regional coverage includes Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

Market Segmentation for Strategic Insights:

The global sports and arts promoters market is segmented -

- 1) By Type: Sports Promoters, Arts Promoters
- 2) By Revenue Source: Media Rights, Merchandising, Tickets, Sponsorship
- 3) By End-Users: Individuals, Companies

For comprehensive insights into market dynamics and future trends, please refer to the complete report:

<https://www.thebusinessresearchcompany.com/report/sports-and-arts-promoters-global-market-report>

Sports And Arts Promoters Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Sports And Arts Promoters Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on [sports and arts promoters market size](#), sports and arts promoters market drivers and trends, sports and arts promoters market

major players, sports and arts promoters market competitors' revenues, sports and arts promoters market positioning, and sports and arts promoters market growth across geographies. The sports and arts promoters market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the sports and arts promoters market report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 3000+ detailed industry reports, spanning over 6500+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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