

# KHSAA

2023-2024 End Of Year Review



# Ticketing

## Total Revenue Share

Regular Season

**+11% YOY**

Postseason

**-1% YOY**

TOTAL

**+4% YOY**

## Number of Schools on GoFan



**1,263,556**

Total Tickets Sold (+9%YOY)

**\$9,046,282**

Total Ticket Sales (+13%YOY)

## Top 10 Schools

1. Ryle High School
2. Cooper High School
3. Woodford County High School
4. Henderson County High School
5. Simon Kenton High School
6. McCracken County High School
7. Campbell County High School
8. Paducah Tilghman High School
9. Walton-Verona High School
10. Shelby County High School

# Streaming

## Total Event Numbers

Regular Season

**7,233**

Post Season

**768**

Events and viewership through June 12

**126**

Number of Schools on the Network

## Total Viewership

Regular Season

**224,963**

Post Season

**233,624**

**\$64,446**

School Revenue Share  
Through April 30

## Top 10 Schools

1. Fairdale High School
2. Henry Clay High School
3. George Rogers Clark High School
4. Estill County High School
5. Anderson County High School
6. Bishop Brossart High School
7. Boone County High School
8. Whitefield Academy
9. Bowling Green High School
10. Kentucky Country Day School

**NFHS**  
NETWORK





# Product Updates



# School Updates



Your **ultimate** event management **partner**, trusted to **power** your event experiences from **start to finish!**

**01**

Create entire seasons or single events in minutes.

**02**

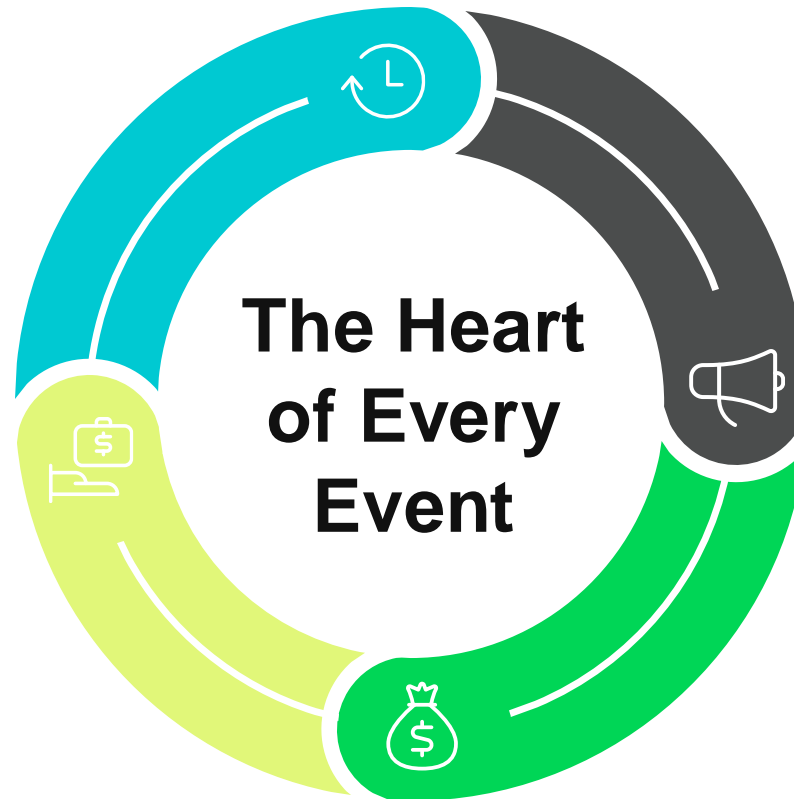
Promote your events online to increase event attendance and streaming viewers.

**04**

Reconcile events quickly and be prepared for audits with reports on tickets sold, event attendance, viewership data, and revenue.

**03**

Drive more revenue with fundraisers, concessions, and sponsorships.





# Better Data. More Transparency.

**playon HQ** Hi Paula

**March 23, 2024**  
3 events scheduled today

**Basketball** In Progress

**Centennial vs Eastview**  
V / JV / FR  
Johns Creek, GA  
Thur 11-09-2024 5:00 PM

Tickets sold: **120** | Ticket sales: **\$513**

**Wrestling** In Progress

**Centennial vs Southlake**  
V / JV / FR  
Johns Creek, GA  
Oct 19, 2024 | 5:30 pm EST

Tickets sold: **356** | Ticket sales: **\$862**

**Swimming**

**Centennial vs Oakridge**  
V / JV / FR  
Johns Creek, GA

Home | Events | Fans | Test

**playon HQ** Hi Paula

Management | Tickets | **Statistics**

**Centennial VS Oakridge**

Ticketing | Streaming

**Total live views per hour**

**Oakridge Bulldogs**  
Boys, Varsity Baseball

Time	Total live views
8:00 PM	~400
7:00 PM	~1100
6:00 PM	~1986
5:00 PM	~1300
4:00 PM	~900

**Total users view live**

**Centennial Hawks High School** **playon HQ** Hi Paula

**Oakridge Bulldogs vs Centennial Hawks**

Event Summary | Event Statistics | Event Management | Tickets | Streaming | GoFan Page

**Ticket sales by home & away teams**

Category	Home	Away
Student tickets sold	12	14
Adult tickets sold	83	34
VIP Gold tickets sold	32	72

**VODs view per day**

Day	Total VODs viewed
Mon	~200
Tue	~250
Wed	~350
Thur	~300
Fri	~350
Sat	~400
Sun	~350

**Total live views per hour**

**Oakridge Bulldogs**  
Boys, Varsity Baseball

Time	Total live views
2:00 PM	~500
3:00 PM	~1400
4:00 PM	~1800
5:00 PM	1986
6:00 PM	~1100
7:00 PM	~800

**Total users view VOD**

459 view VODs

- 62% new users
- 24% returning users

**Tickets remaining**

320 tickets remaining

780 ticket capacity

- Tickets sold
- Tickets remaining

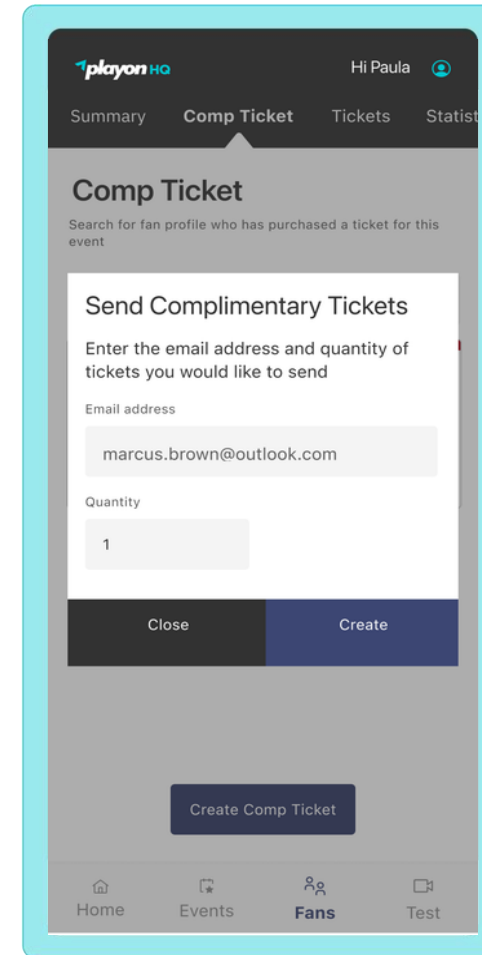
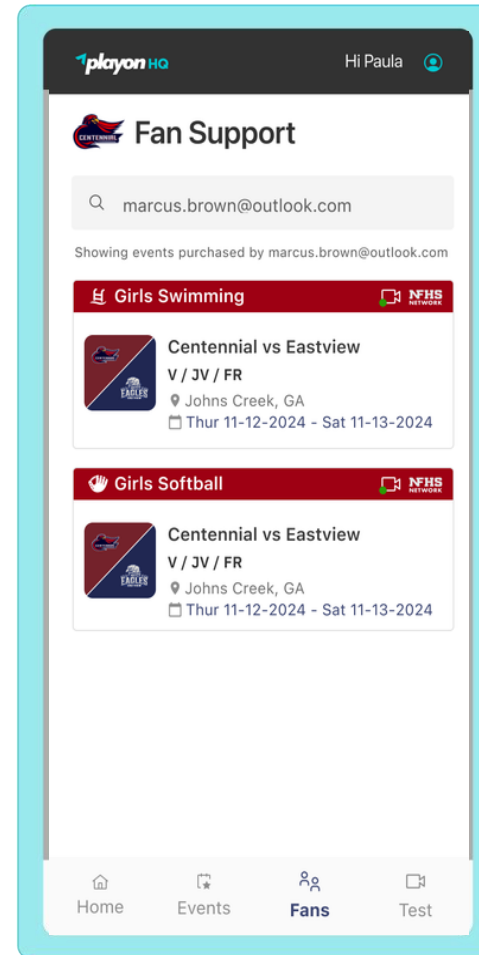
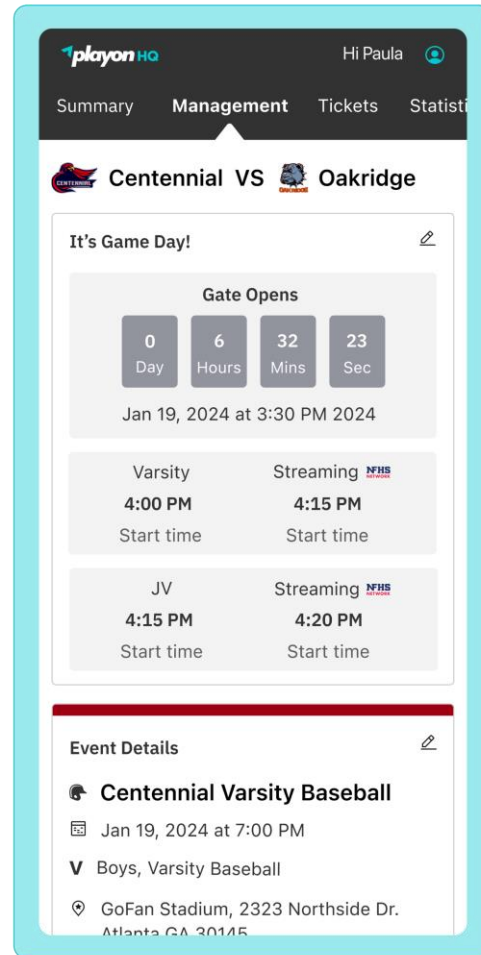
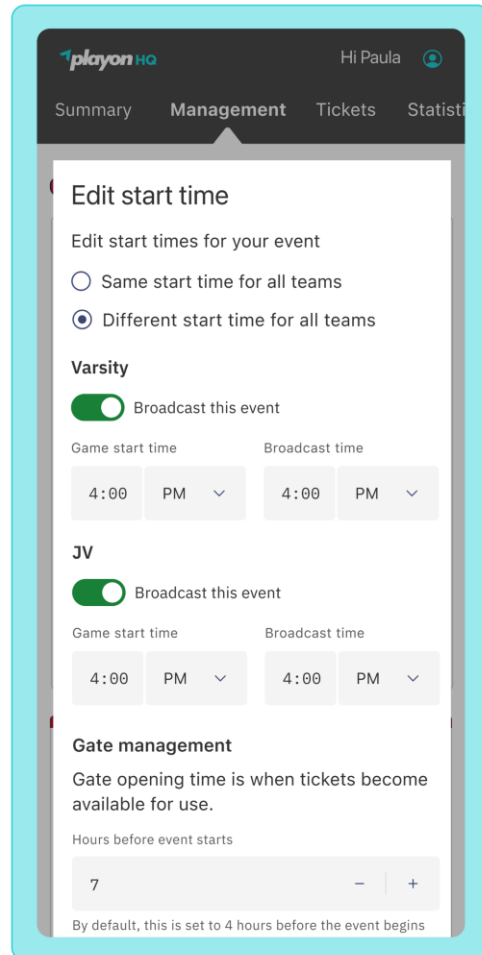
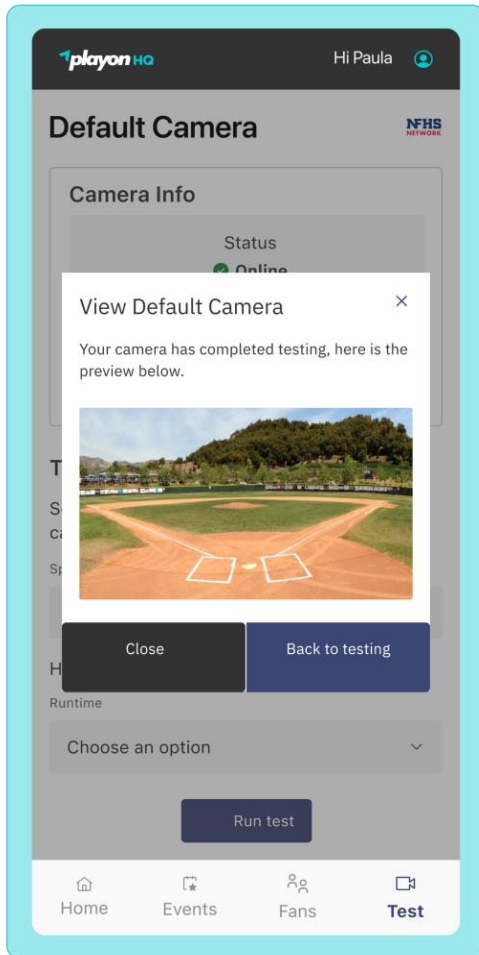
**Total users view live**

459 Streamed Event

- 87% total streaming
- 12% currently streaming

# Event Management Anywhere, Anytime

## Mobile HQ





# Streaming Management in HQ

The image displays a screenshot of the playon HQ streaming management interface for Centennial Hawks High School. The interface is divided into several sections:

- Header:** Centennial Hawks High School, playon HQ, Hi Paula
- Event Title:** Dallas Bulls vs Blue Devils
- Left Sidebar:** Event Summary, Event Statistics, Event Management, Tickets, Streaming, GoFan Page
- Event Summary:** Dallas Bulls Baseball, Jan 19, 2024 at 7:00 PM, 2223 Hiram Drive, Dallas GA, Extra parking in back lot and side lot near the lake
- Your Event:** Map showing the location of Dallas baseball stadium and Fairfield Cemetery.
- Quick Actions:** What do you need to do? Duplicate event, Go
- Drive Sales:** Use these tools to maximize revenue and increase attendance at your event. Share your event (GO FAN), Share your Stream (NFHS NETWORK), Event link, Streaming Link, Download flyer, Download QR code
- Game Day:** Get ready for your event as the countdown begins. Gate Opens: 1 Day, 2 Hours, 20 Minutes, 15 Seconds. Jan 19, 2024 at 3:30 PM
- Boost Your Event:** Maximize the earnings for your event. Concessions drive 2x on gameday. Create your event today! Create concession
- Your cameras:** Northside Camera, Online, Huddle Stadium, Last connected Thur 03-31-2023
- Stream Begins:** 1 Day, 2 Hours, 20 Minutes, 15 Seconds. Jan 19, 2024 at 3:30 PM
- Drive Sales (Detailed):** Share your Stream (NFHS NETWORK), Streaming Link, Download flyer, Download QR code
- Your VOD:** Come back after the game to retrieve your VOD. View VOD

# Concessions

FASTER CHECKOUTS. SHORTER LINES. HIGHER SALES.

## SIMPLE SETUP.

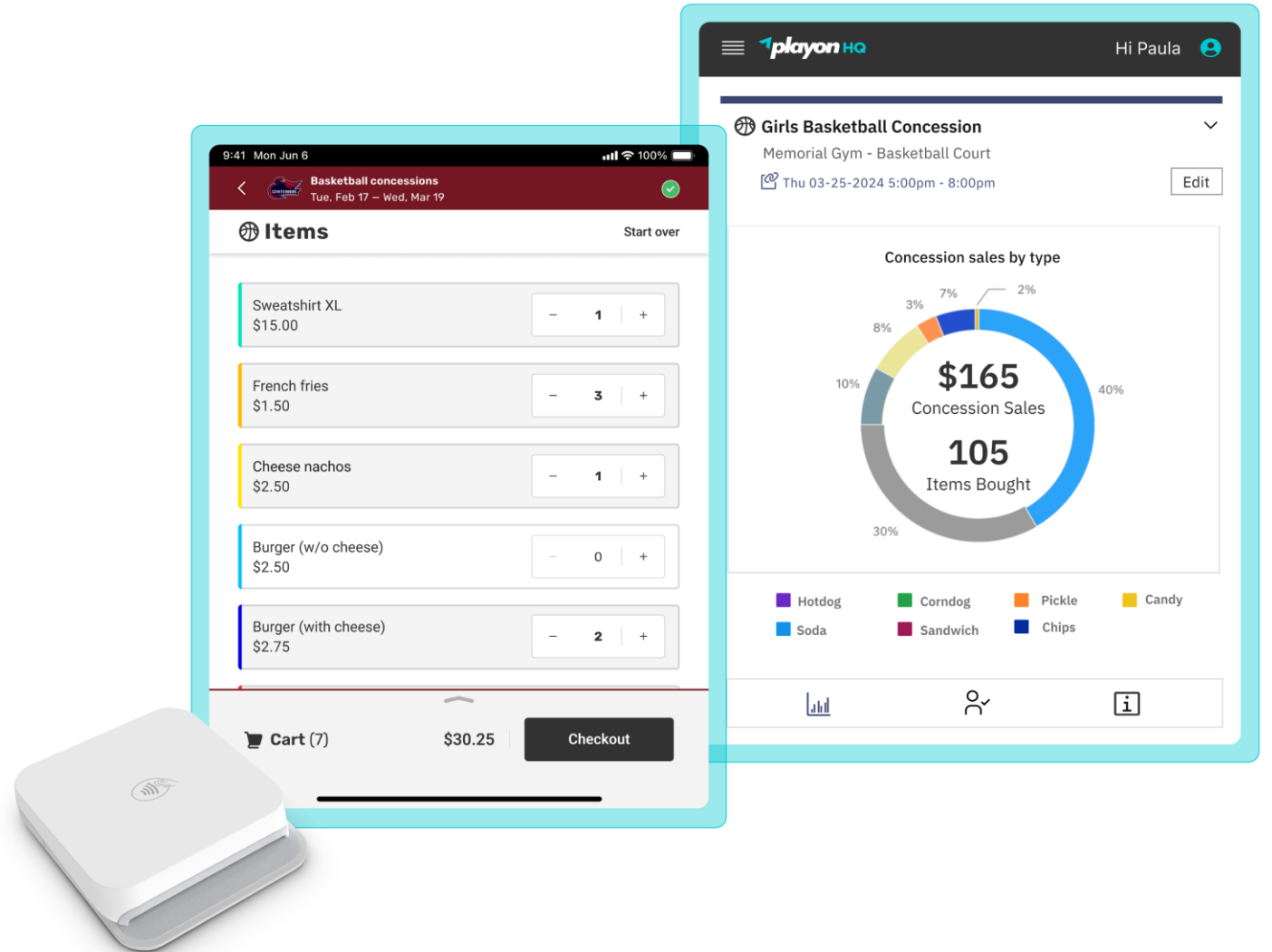
It's easy to start selling. Create a unique list of items, select your prices, and publish. Need to make changes? Add and edit items on the go with your phone.

## EASY PAYMENTS.

Say goodbye to long lines and counting cash. Complete orders and accept payments with iOS devices and card readers. Attendees can pay with a credit or debit card, Apple Pay, or Google Pay.

## QUICK INSIGHTS.

Gain a better understanding of your community to set inventory, pricing, and more. Access sales data on demand with intuitive reports. Track all concessions revenue with events to streamline finances.

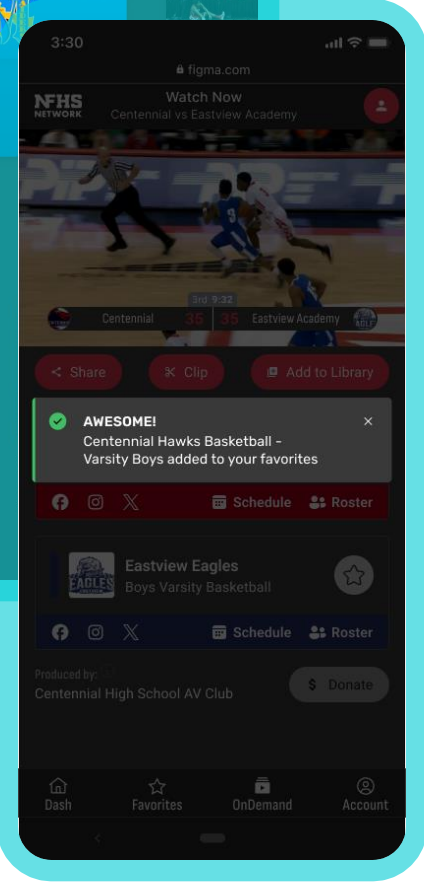
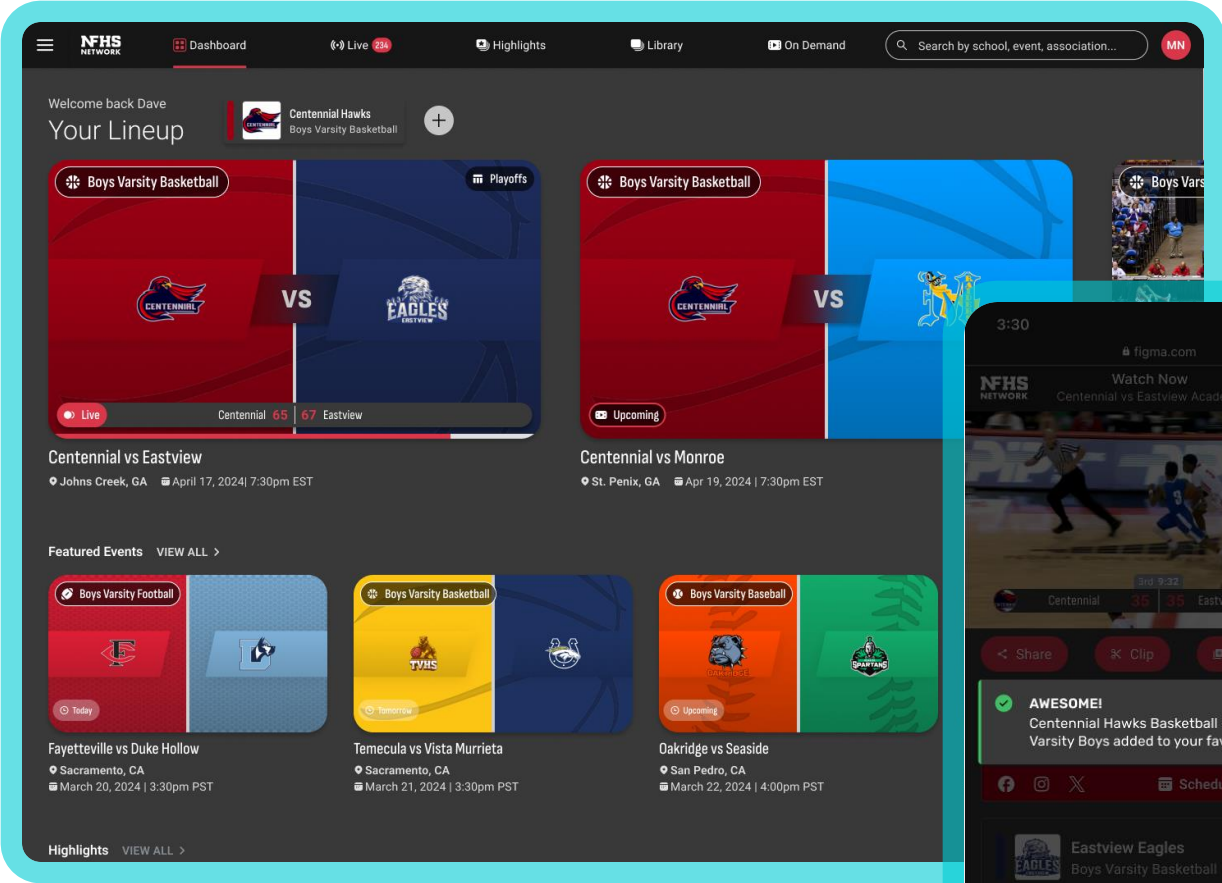
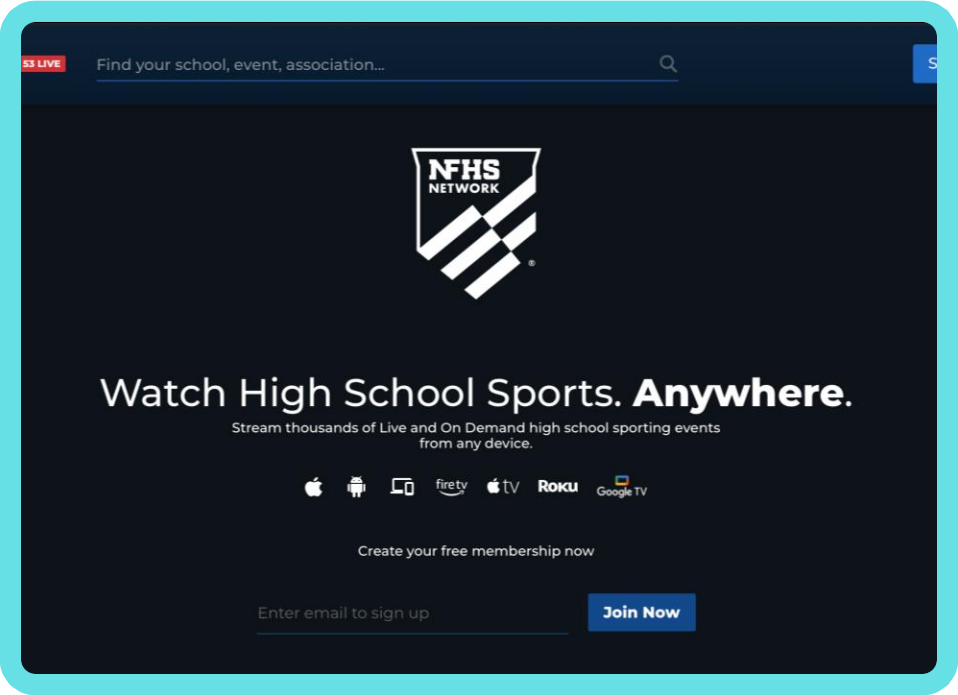




# Fan Engagement Updates



# A More Personalized Experience



# Highlight Life-Changing Moments

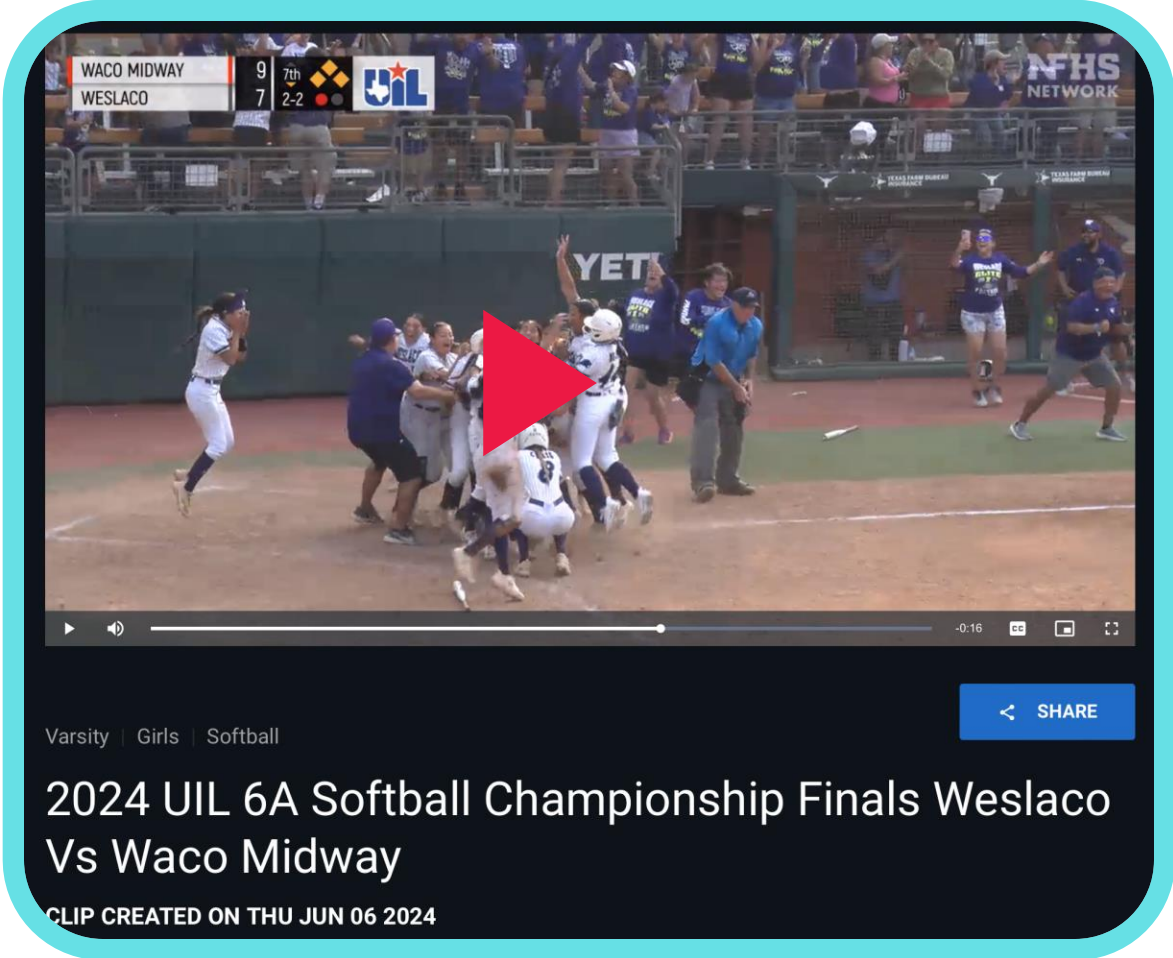
Empower fans to capture and share their favorite moments.

**6K +**

HIGHLIGHTS CREATED

**~6 views**

PER HIGHLIGHT



# Streaming Support Update



404-334-7988

Phone Support Hours: 10AM to 8PM ET

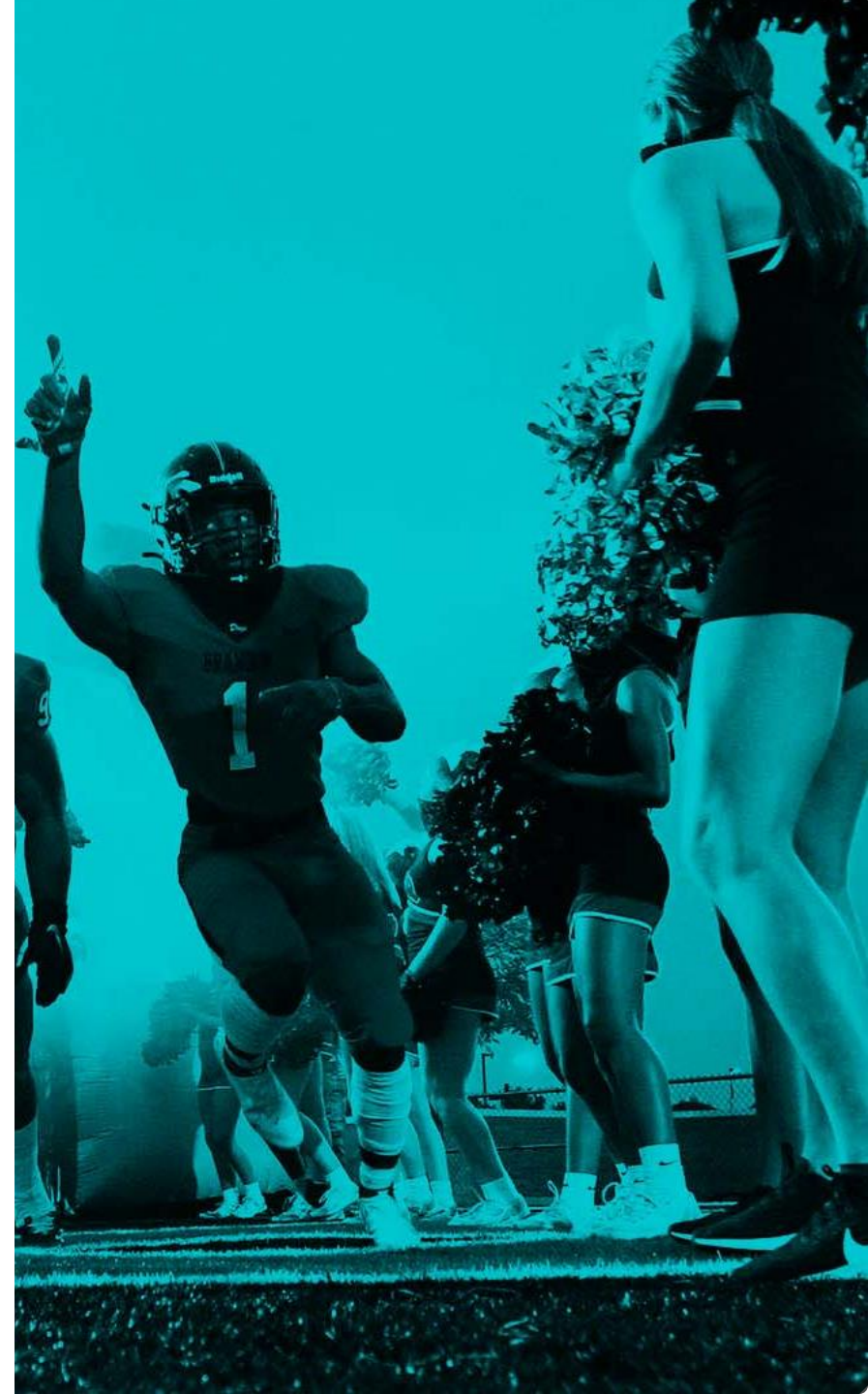
*The phone support number is for school staff with program or troubleshooting questions.*

Past: Only measured First Response Time

Current: Measure Customer Satisfaction (CSAT) and Customer Effort Score (CES)

Both scores measure how satisfied a school is with their support interaction as well as how much time and effort they had to exert.

Since the introduction of CES in October 2023, the score has continued to improve each quarter. CSAT has also improved to 92% this school year.





# Always Innovating

## SCHOOL:

- Improved event creation and management experience
- Updated season management view
- Improved Financial Hub – new reports, dispute insights, and audit package
- Mobile Passes can now be sold in Box Office
- Enabled automated Reserved Seating season renewals
- Enabled Offline Redemption – no need to have Wi-Fi
- Improved redemption status – can redeem 10K+ tickets/min

## FAN:

- Better fan support: Meet Champ, our new chatbot on GoFan to help fans with orders
- Continue to cross-promote events with post-game emails (drive views by including links to streamed events)
- Fans can save credit card information for quicker checkout

# Recap



## GoFan

Total Events Ticketed

**11,880**

+21%YOY

Total Tickets Sold

**1,263,556**

+9%YOY

Total Revenue Share

**\$218,837**

+4%YOY

## NFHS Network

Total Events

**8,001**

-9%

Total Game Views

**458,587**

+1%

Total School Revenue Share

**\$64,446**

+0%

## Top Asks of State

1. Introduction to Student Broadcast Programs
2. Event Marketing Assistance
3. State/District Meeting List
4. Member School List

