

FROM THE CHAIRMAN'S DESK



John Loffhagen: Chairman, FIFS

"It's been over a decade since India started the homegrown Twenty20 format league, and the sports landscape seems to have dramatically evolved since then. And, it's not just about how we consume sports, but also the advent of more league-based concepts and newer avenues like fantasy sports that are growing the holistic sports business.

Especially in the last two years, we have seen exponential growth of the fantasy sports industry in India, becoming the largest user base globally last year. We wanted to recognise this disruptive and emerging sector and its need for self-regulation to sustain growth, which led to the recent name change from The Indian Federation of Sports Gaming (IFSG) to Federation of Indian Fantasy Sports (FIFS).

Fantasy sports has also become a powerful tool for fan engagement which increases sports consumption. It is intuitive to think that users of fantasy sports would naturally consume more sports.

This was validated by FIFS-Kantar study where the insights indicate fantasy sports fans are driving the change and acceptance towards even the non-mainstream sports. For instance, 59% of fantasy sports users have started watching new sports and 48% of fantasy sports users now watch almost every game irrespective of team or country. Fantasy sports is finally proving to be multi-faceted and will only work in tandem to further on-board and engage with more sports fans."

GAMEPLAN 2020

GAME PLAN 2020

GamePlan 2020 to be hosted this March

India's ONLY comprehensive discussion platform for the rapidly growing Fantasy Sports industry is back! Now in its third edition, the GamePlan 2020's theme this year is 'Good for Sports, Good for India'.

The event will deep-dive into subjects around fantasy sports through two high-level panel discussions on "Growth Partners at Scale – How FS growth is getting fuelled by supporting businesses" and "Fuelling Entrepreneurship & Creating Influencers - How FS is creating a new economy around itself".

Joining us this year are Mr. Amitabh Kant – CEO Niti Aayog, who is gracing this event as the Chief Guest, along with Nari Gopala - Worldwide Technical Leader- Games, AWS, Navdeep Manaktala- Director & Head-Digital Native – AWS, Harsh Jain – Co-founder & CEO, Dream Sports, Sanjit Sihag – Co-founder & COO, MyTeam11, Amrit Mathur – FIFS Advisor and Former Executive Director with Commonwealth Games, Delhi and Ex-Chief Operating Officer, Delhi Daredevils, AN Roy – FIFS Advisor and Former Director-General of Police of Maharashtra.

Additionally, the event will witness the launch of FIFS-KPMG report on the 'Business of Fantasy Sports' industry in India followed by FIFS Awards which will recognise the excellent work done in the Indian fantasy sports industry.

Catch all the action live on **Thursday, March 5, 2020, at Le Meridien, New Delhi.**

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