

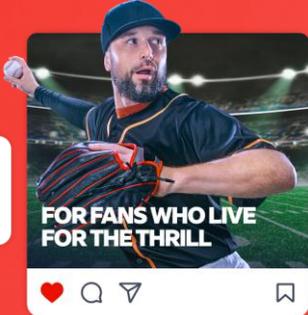
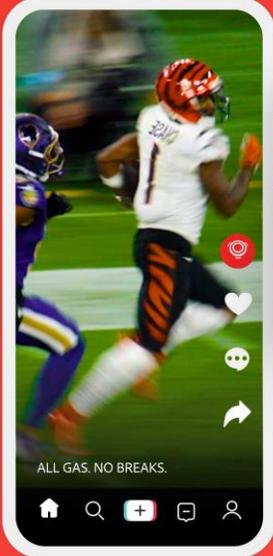
Game On: How Adobe is Powering the Future of Sports Fan Engagement

Adobe

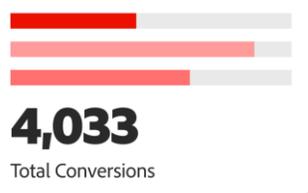
Collect data

Search: Live match schedules

Visit: Sports merchandise store



Fan metric engagement



Sales increased
+28%



Today's speakers



Jen Zick

Principal, Digital Strategy Group,
Media & Entertainment,
Adobe



Chi Ogbuehi

Vice President,
Marketing Technology and
Consumer Products,
NFL



Will Edmondson

SVP, Business Analytics &
Operations,
MLB



The League as a platform

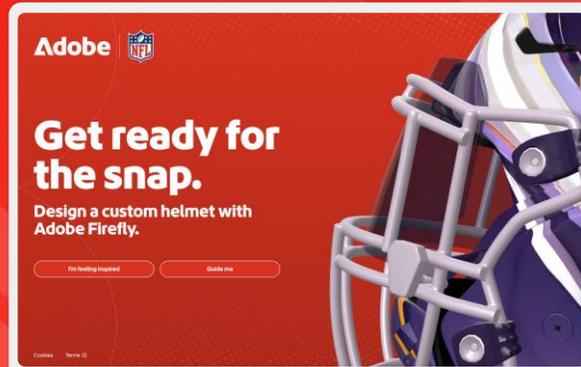
A vibrant, high-angle photograph of a diverse crowd of people at a stadium or arena. Many individuals have their arms raised in the air, some with open mouths as if cheering or shouting. The scene is illuminated by bright, warm sunlight, creating a sense of excitement and energy. The background shows the structural elements of a large stadium, including bleachers and walkways.

Designing fan relevance at scale

Turning connection into business impact

Related resources

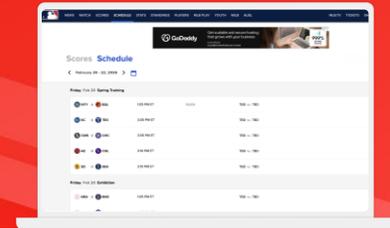
Design a custom helmet with Adobe Firefly



Design custom cleats with Adobe Firefly



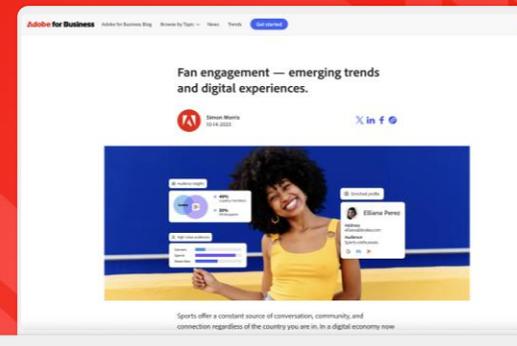
MLB Schedule 2026



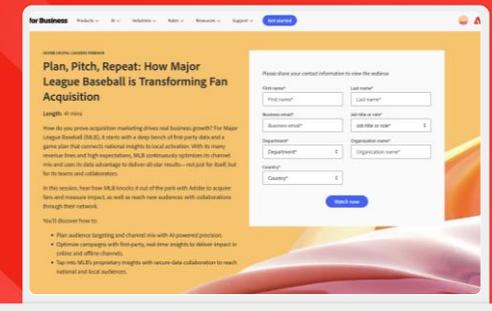
Redefining the future of sports fandom



Fan engagement — emerging trends and digital experiences



Learn how MLB is transforming fan acquisition



Adobe