





# Kutlu Canlıoğlu | Portfolio







BBBC Global News



**DAZN**

Which customer outcomes should we focus on  
in the next few years?









# Which customer outcomes should we focus on in the next few years?

- ❖ *Enjoy my viewing with friends and fellow fans... even when I'm on my own*
- ❖ *Have an immersive experience... as if I'm in the venue*
- ❖ *Get more out of events... more than what I can see with my own eyes*
- ❖ *Have the best sports viewing experience... better than any other way of watching sports*

# How will we measure these customer outcomes?