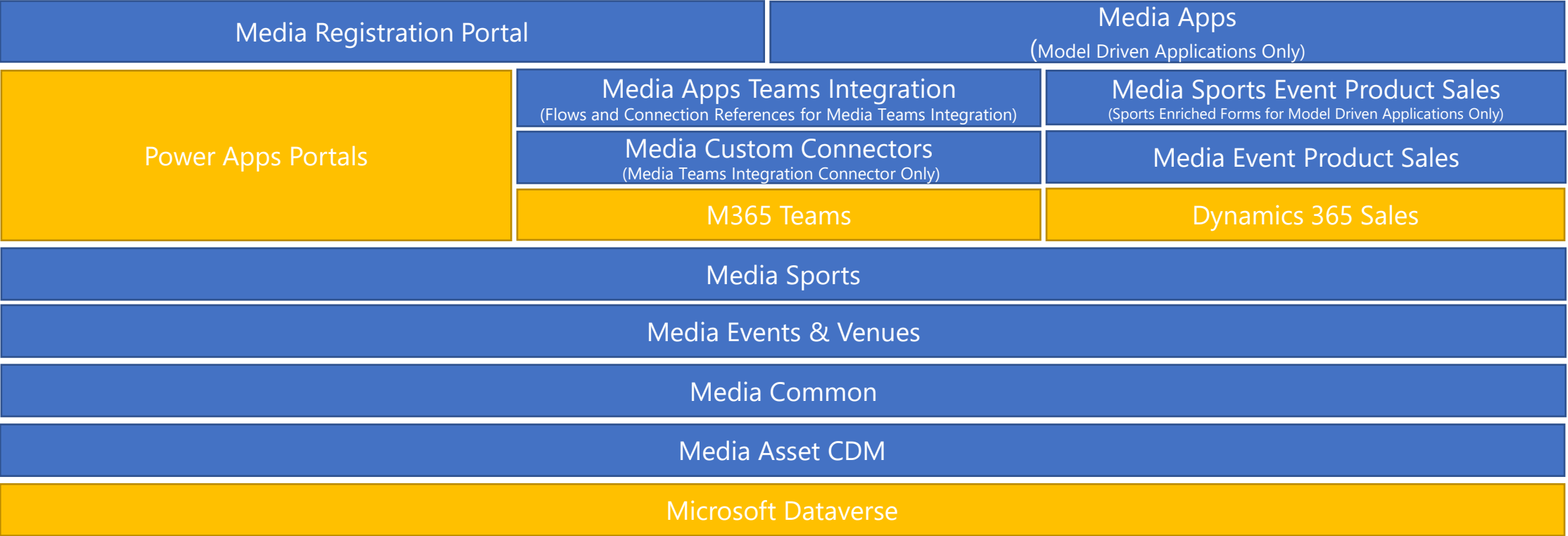


# Fan Engagement Solution

## Packaging & Layering



- Media Accelerator Component Solutions
- Existing Microsoft 1<sup>st</sup> Party Solutions

# Media Asset CDM -> Primary Tables

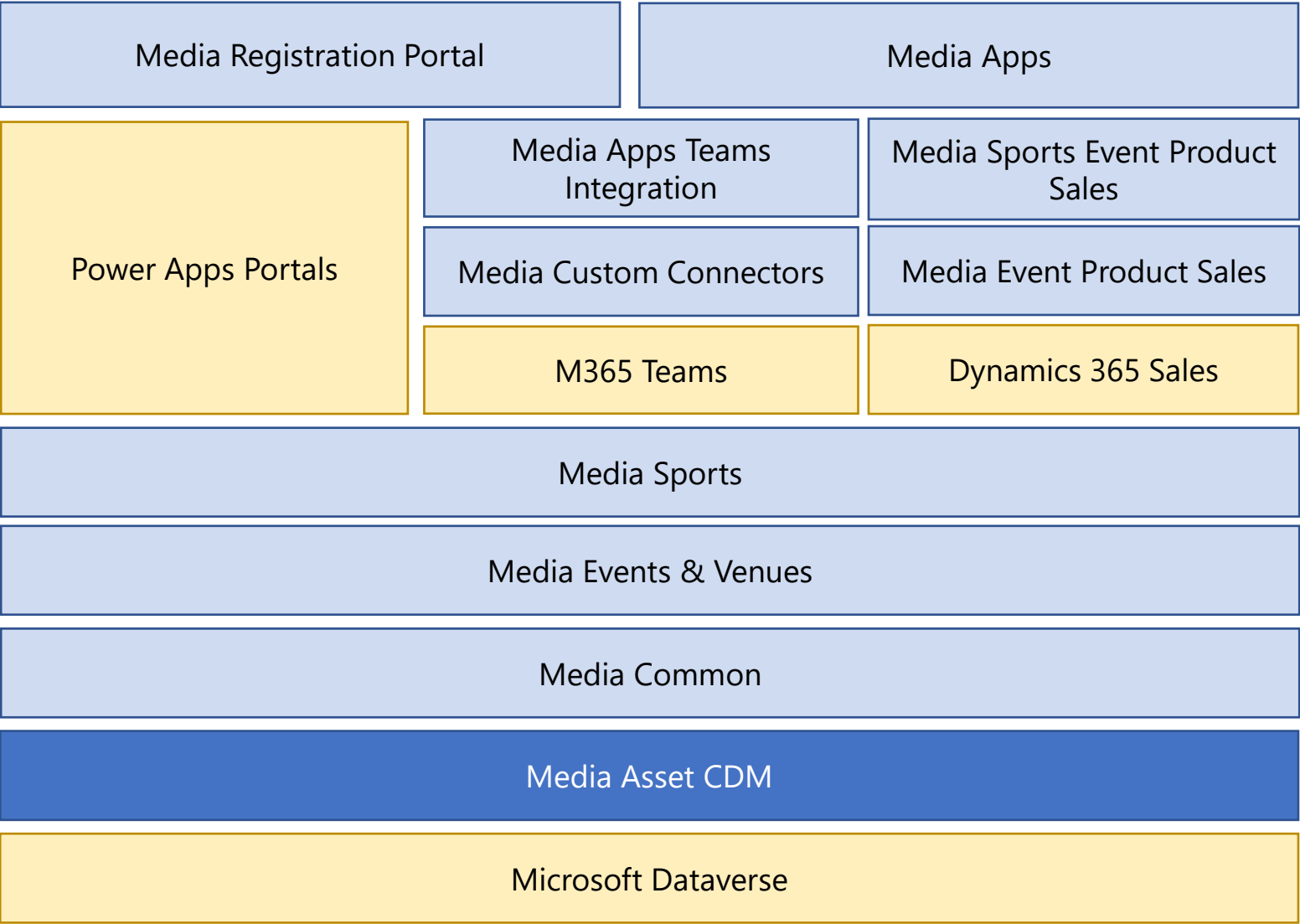
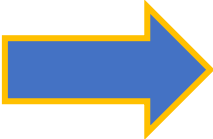
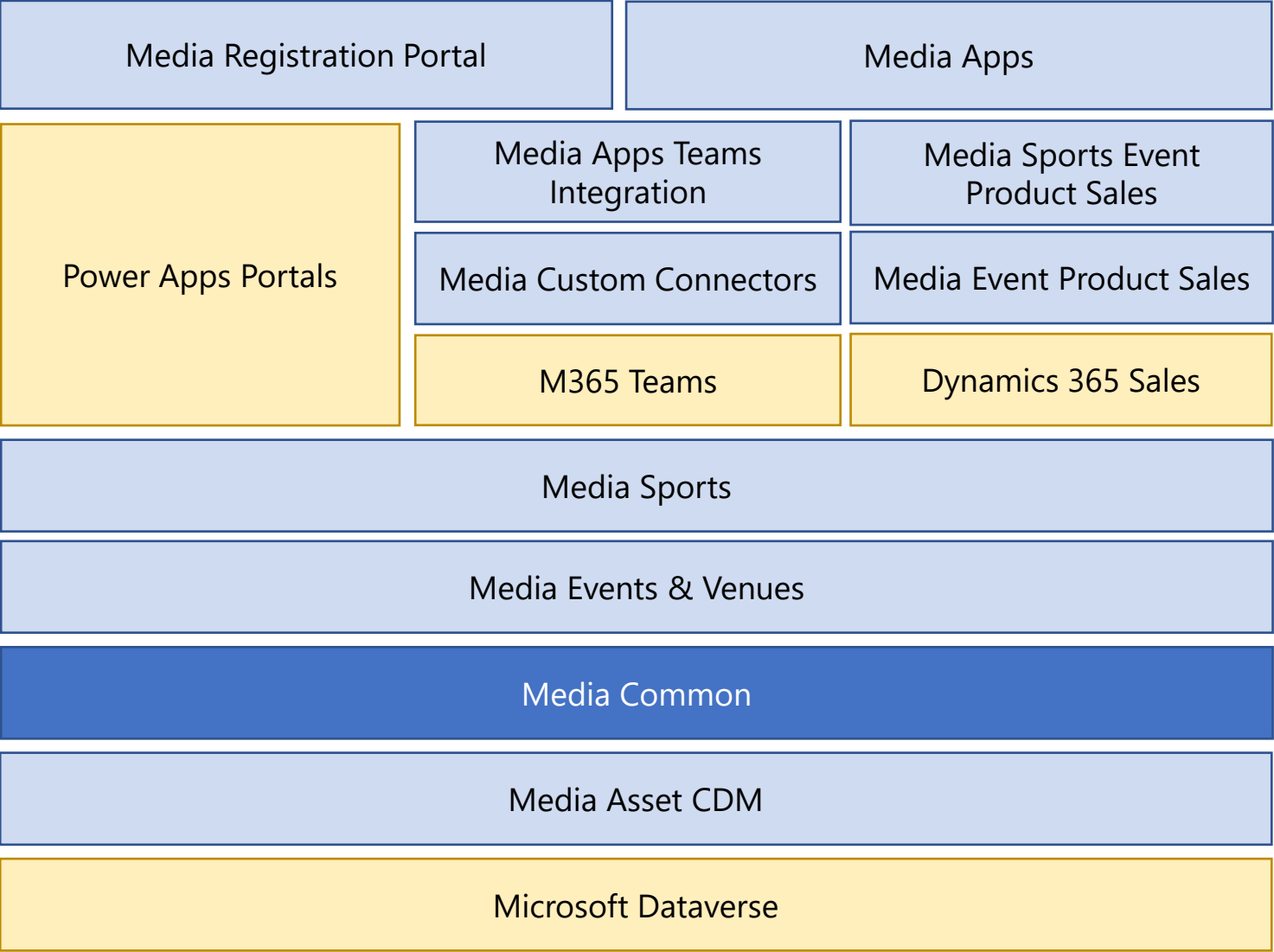


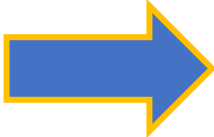
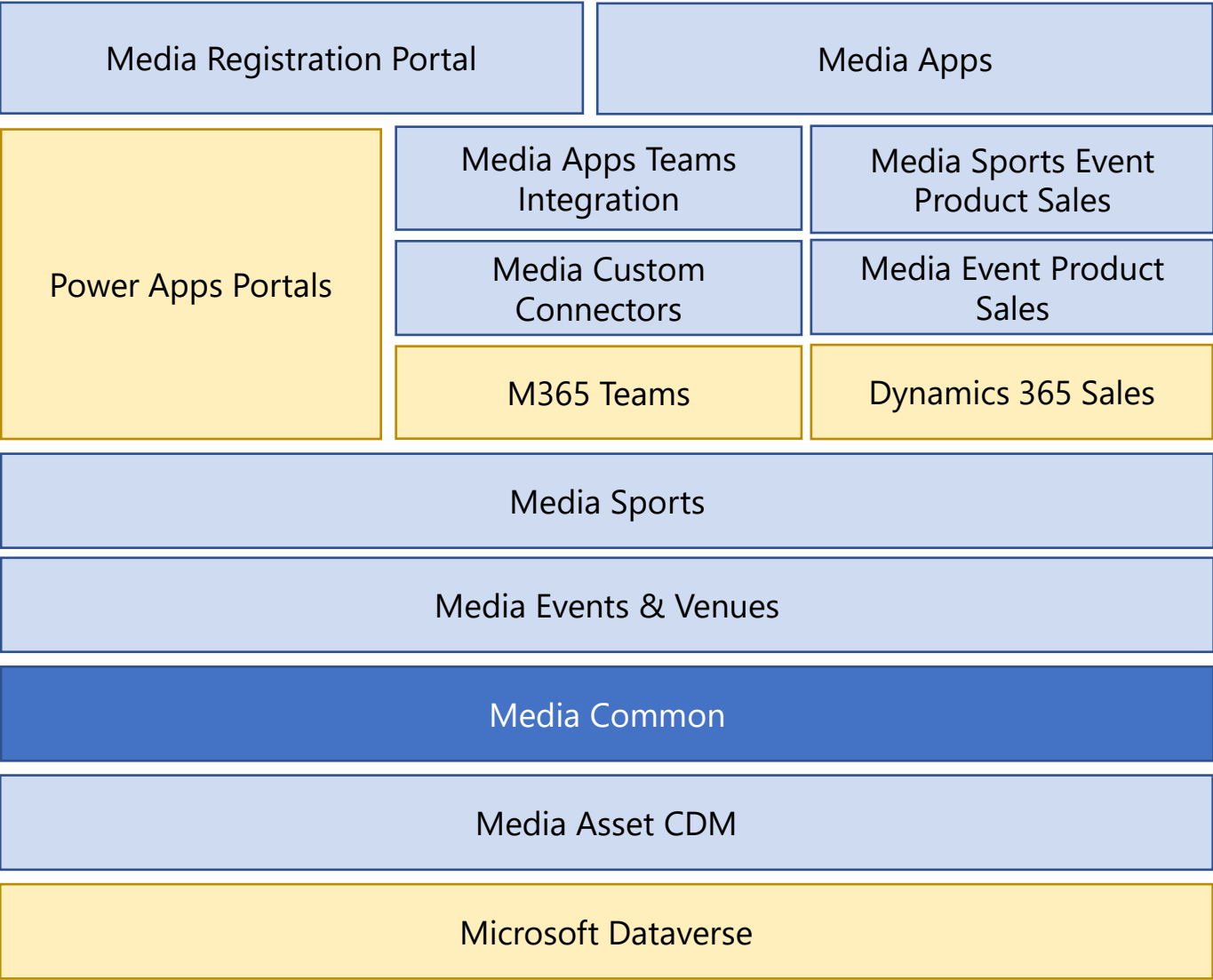
Table Name
Media Asset
Media Asset Category

# Media Common -> Primary Tables



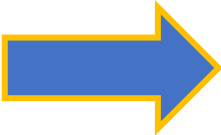
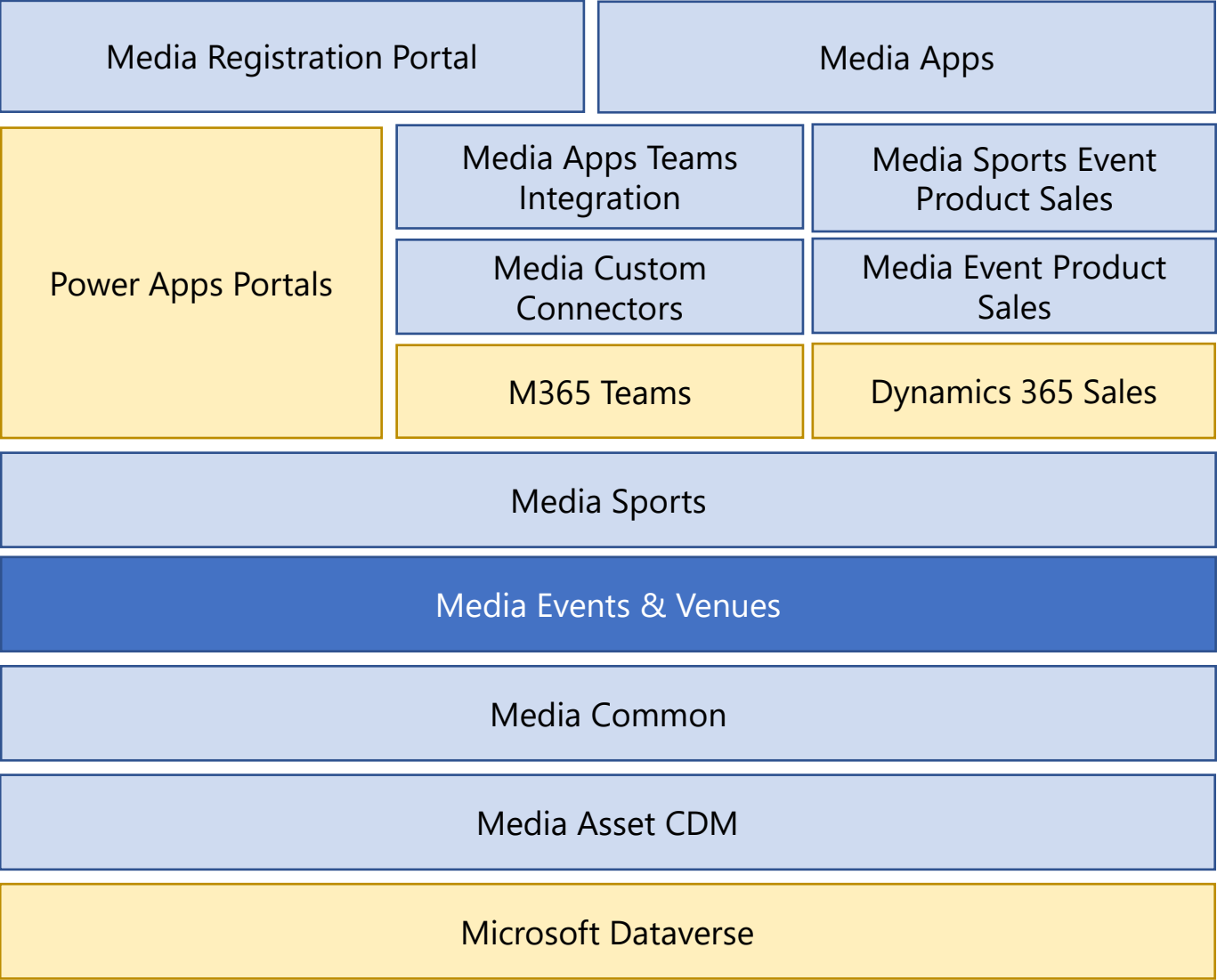
Entity Name
Business Role
TMA
External Guest ID
Guest
Guest Category
Interest
Loyalty Level
Loyalty Program
Loyalty Program Account
Region
Season
Talent
Three Digit Zip Code

# Media Common -> Enriched Tables



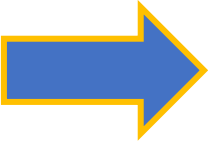
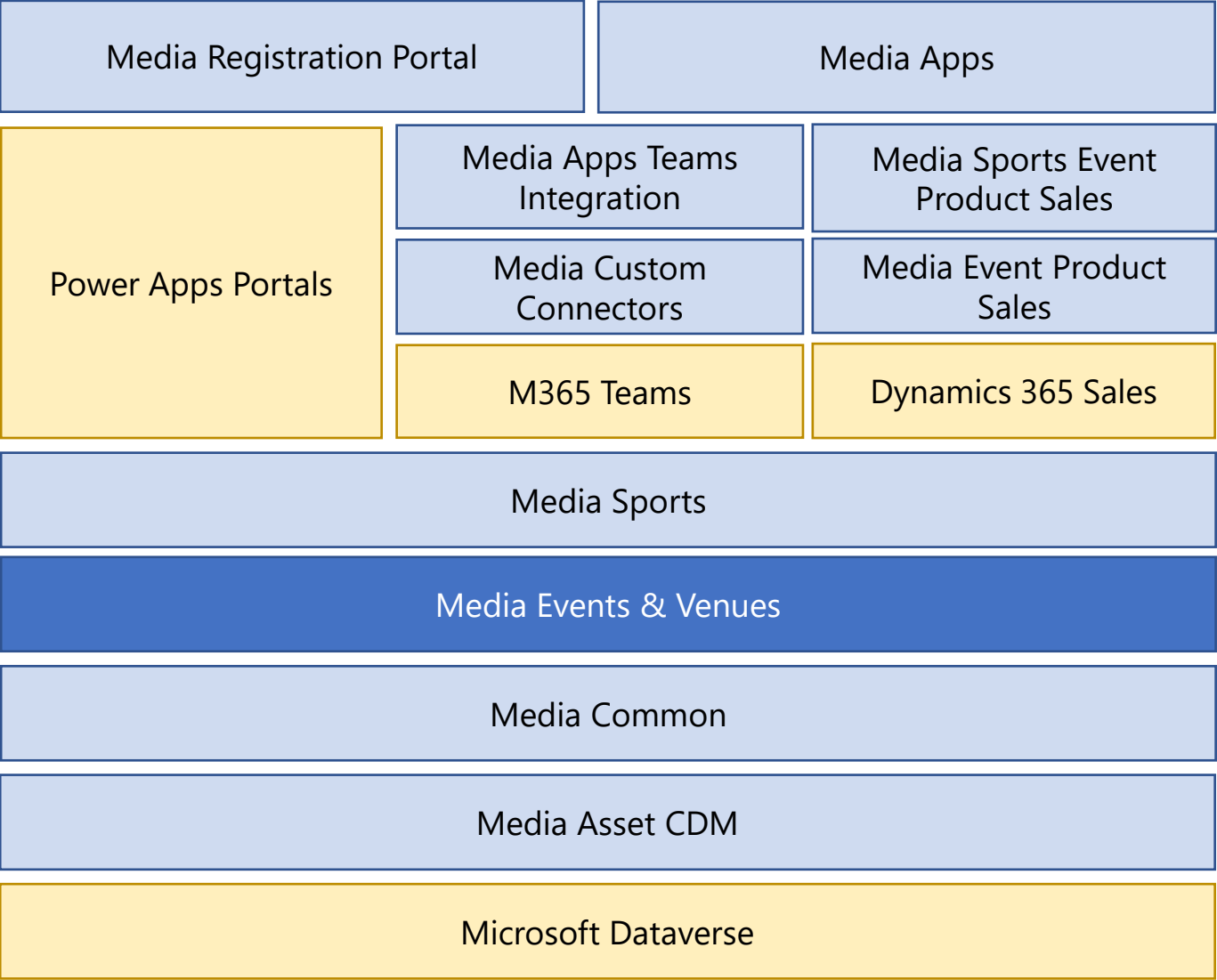
Entity Name	Source
Contact	CDM Common
Media Asset	Media Asset CDM
Media Asset Category	Media Asset CDM

# Media Events & Venues -> Primary Tables



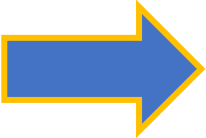
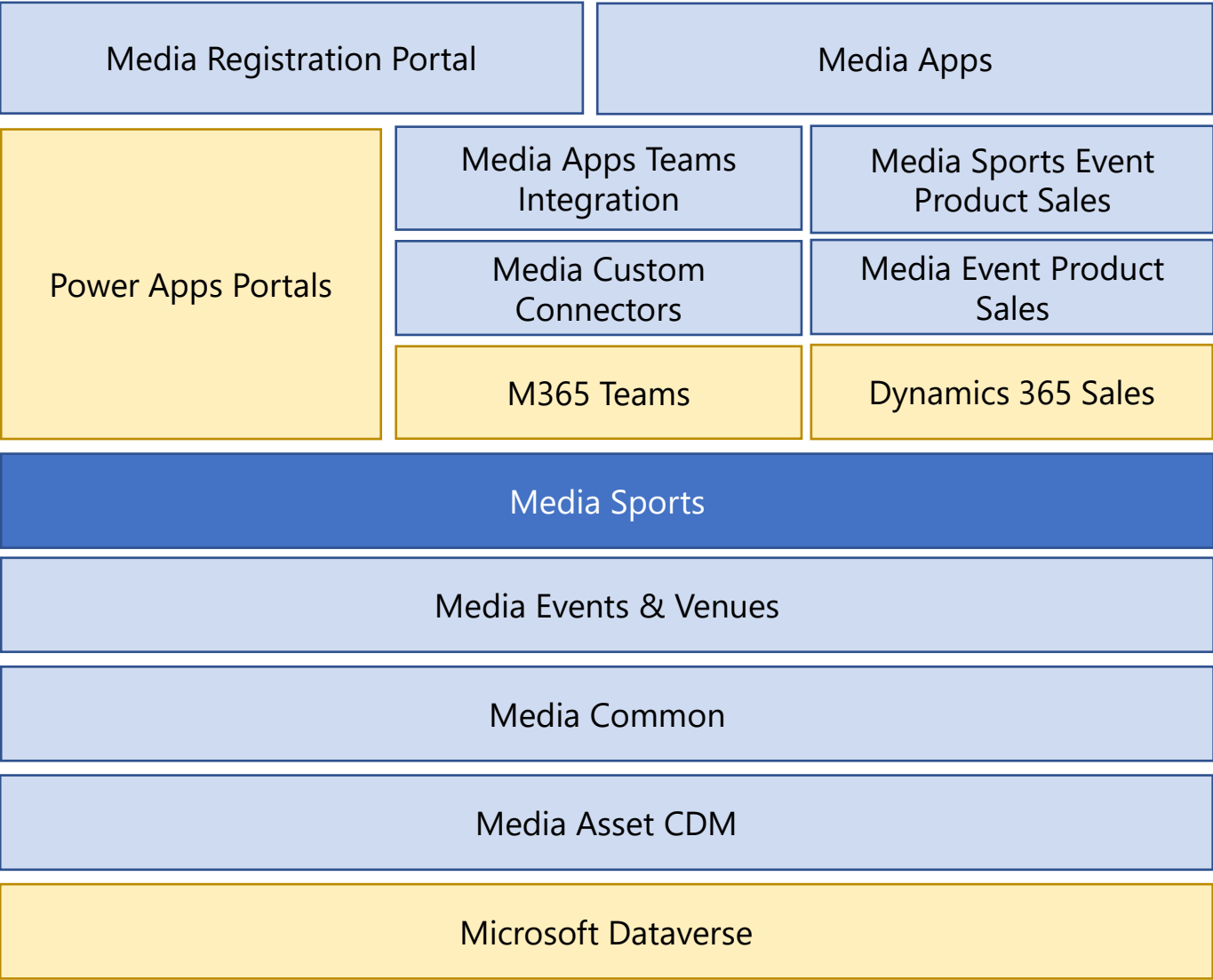
Entity Name
Attraction
Attraction Schedule
Attraction Track
Concession Partner
Concession Stand
Dispenser
Event Attraction
Event Schedule
Facility
Gate
Hours of Operation
Media Event
Media Registration
Media Registration Status Log
Media Venue
Media Venue Image
Weather Condition

# Media Events & Venues -> Enriched Tables



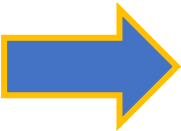
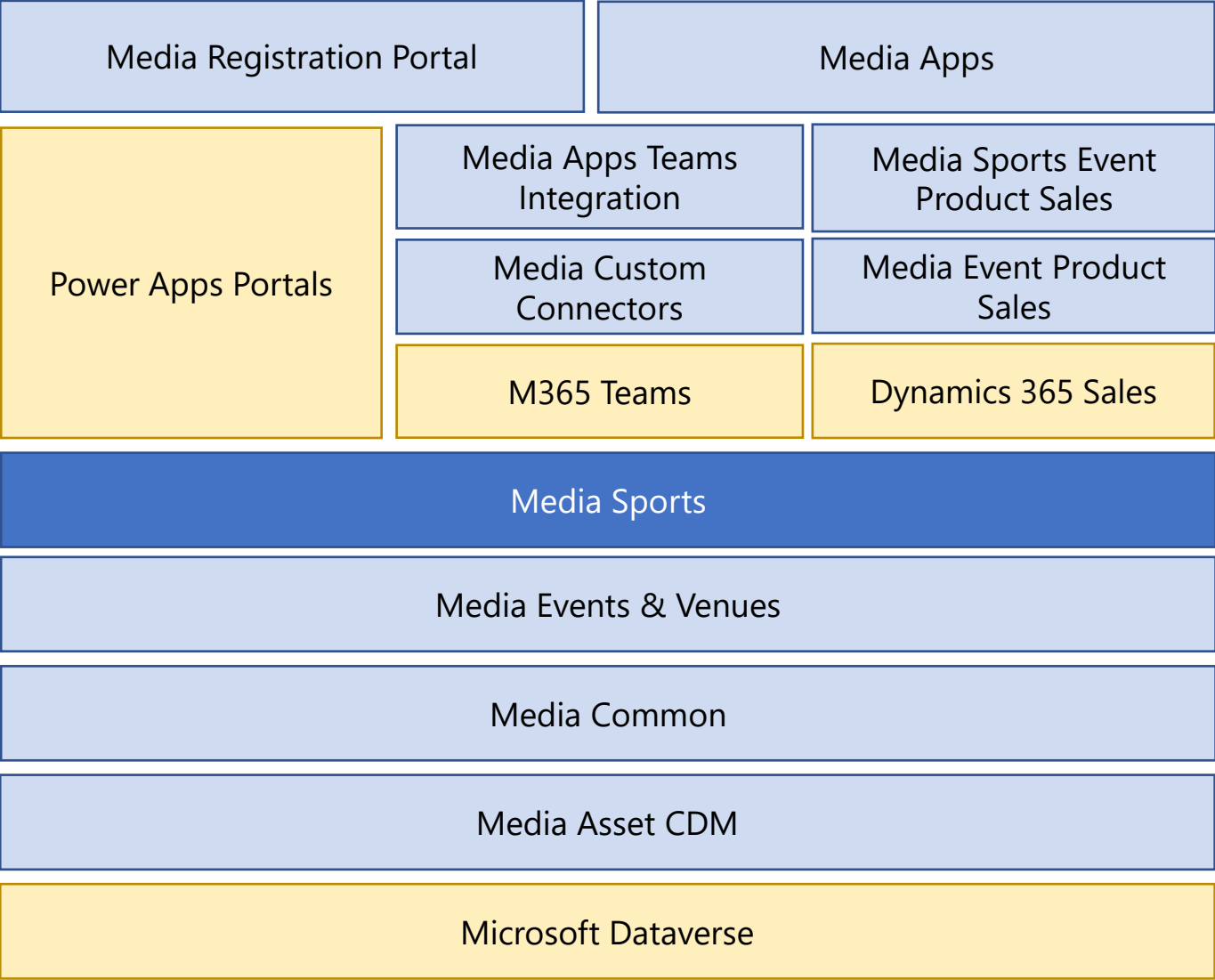
Entity Name	Source
Contact	Media Common
Guest	Media Common
Media Asset	Media Common
Talent	Media Common

# Media Sports -> Primary Tables



Entity Name
League
Playing Field
Playing Field Image
Playing Field Point
Round
Sporting Conference
Sporting Division
Sports Player
Sports Player Image
Sports Player Team History
Sports Team

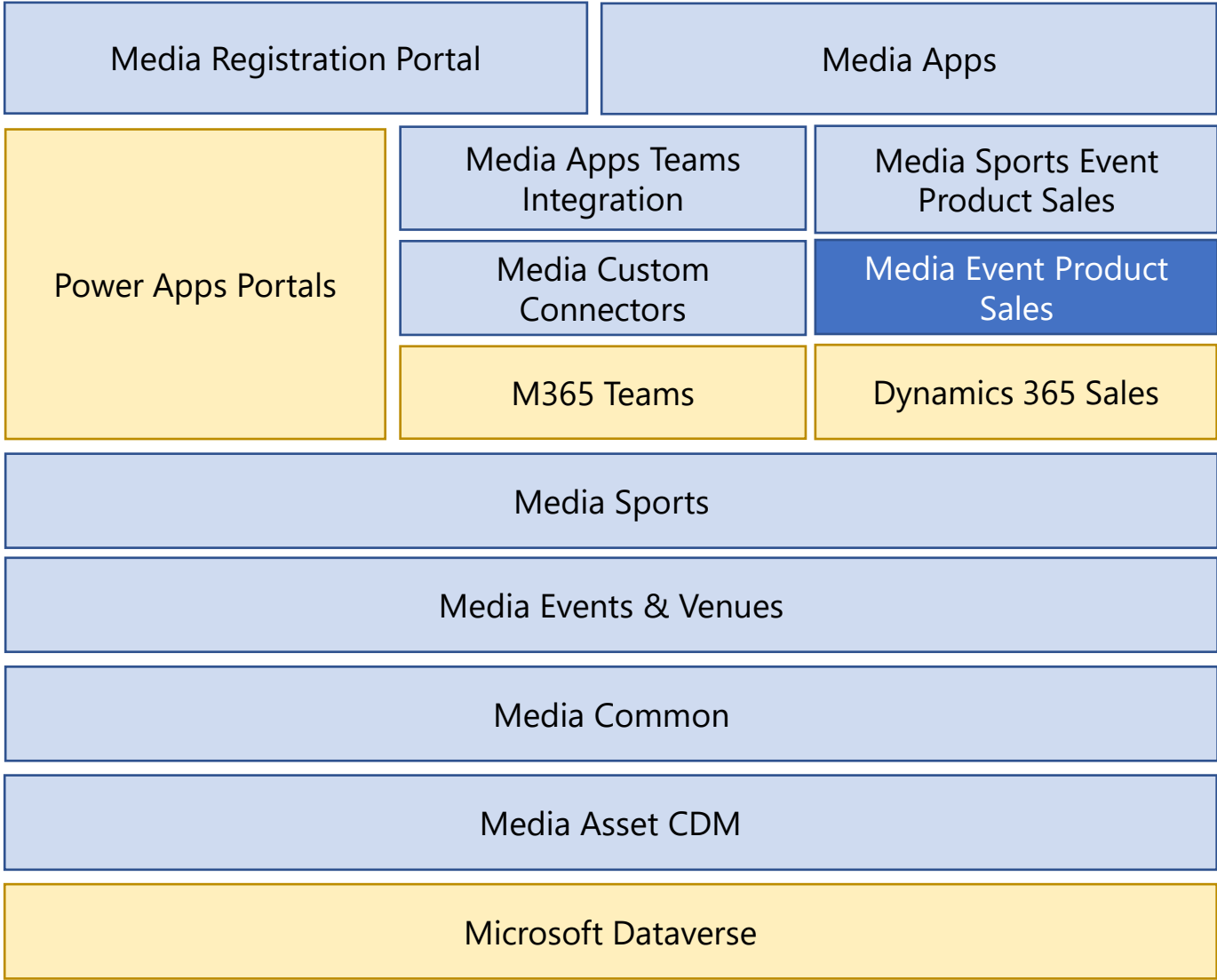
# Media Sports -> Enriched Tables



Entity Name	Source
Account	CDM Common
Event Schedule	Media Events & Venues
Guest	Media Common
Media Event	Media Events & Venues
Media Registration	Media Events & Venues
Media Registration Status Log	Media Events & Venues
Weather Condition	Media Events & Venues

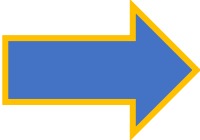
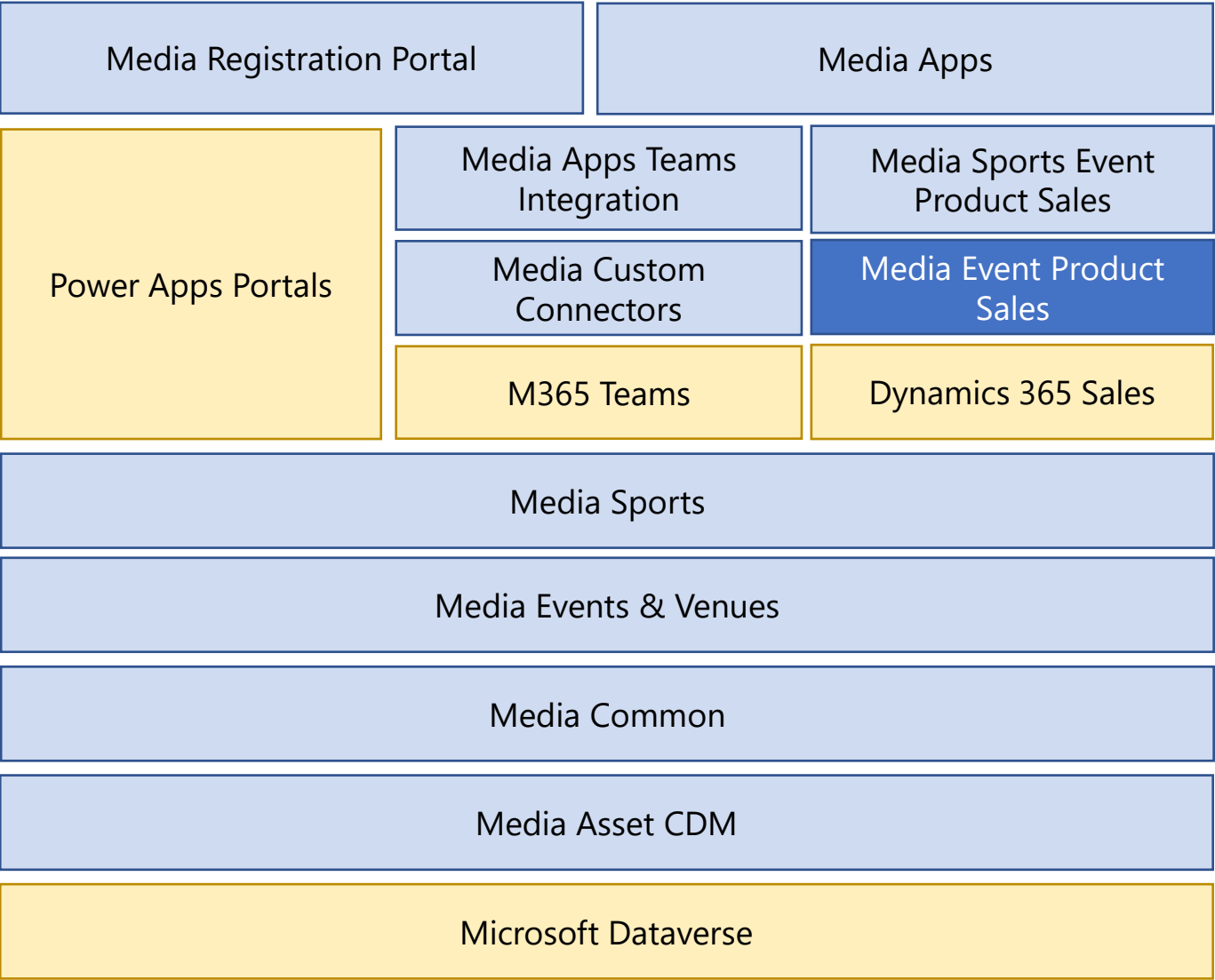


# Media Event Product Sales -> Primary Tables



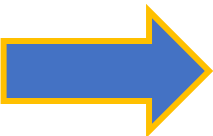
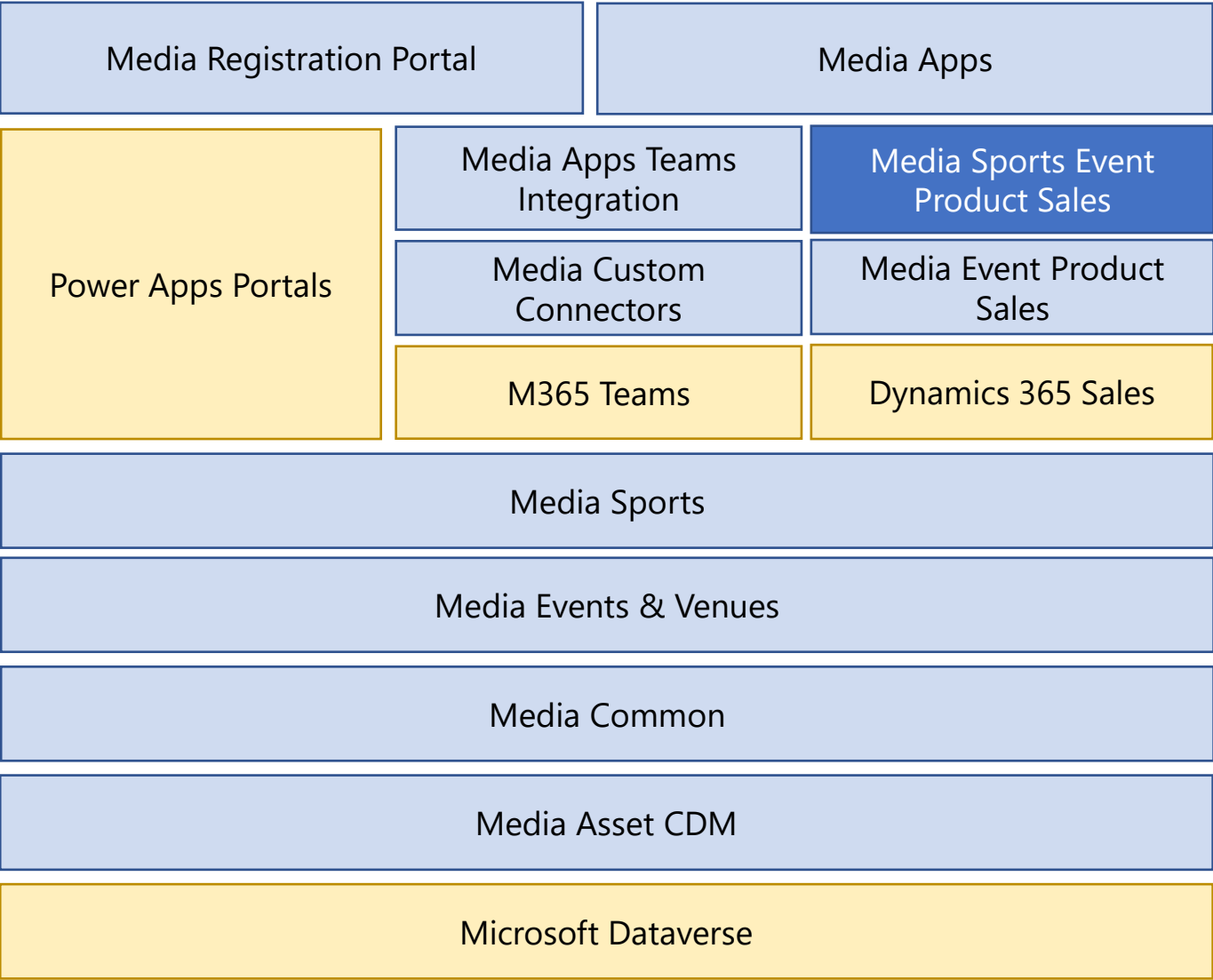
Entity Name
Admission
Advertising Segment
Advertising Segment Group
Advertising Spot Fulfillment
Media Event Sponsorship
Media Venue Advertising Zone
Media Venue Seat Map
Product Image
Promo Code
Seat
Seat Map
Seat Row
Seat Section
Seat Tier
Ticket

# Media Event Product Sales -> Enriched Tables



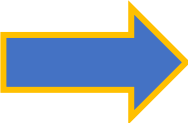
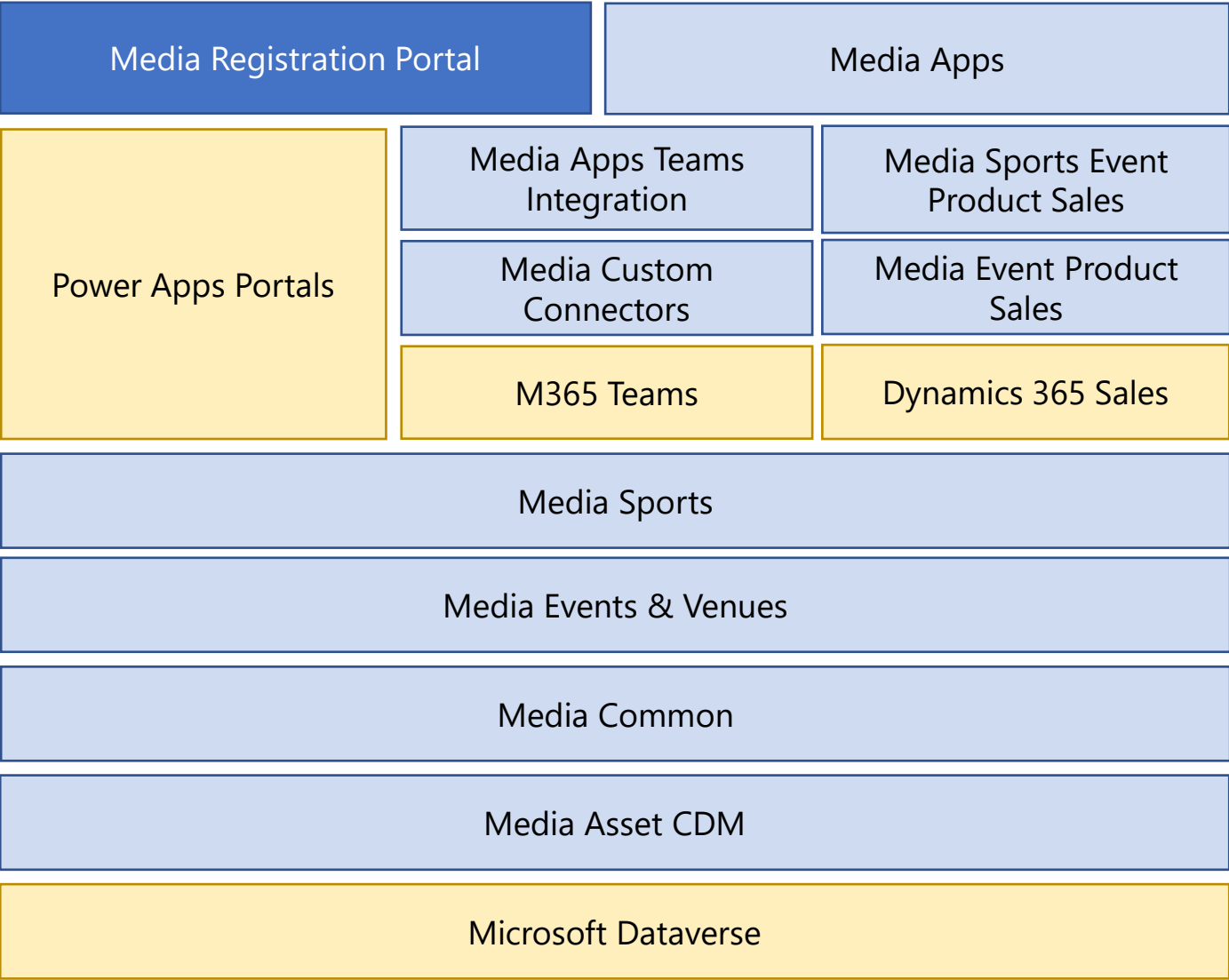
Entity Name	Source
Account	CDM Common
Contact	CDM Common
Attraction	Media Events & Venues
Concession Stand	Media Events & Venues
Event Attraction	Media Events & Venues
Facility	Media Events & Venues
Guest	Media Common
Lead	Dynamics 365 Sales
Media Asset	Media Common
Media Event	Media Events & Venues
Media Venue	Media Events & Venues
Opportunity Product	Dynamics 365 Sales
Order Product	Dynamics 365 Sales
Order	Dynamics 365 Sales
Price List	Dynamics 365 Sales
Product	Dynamics 365 Sales
Quote Product	Dynamics 365 Sales

# Media Sports Events Product Sales -> Enriched Tables



Entity Name	Source
Media Event	Media Events & Venues

# Media Registration Portal -> Enriched Tables



Entity Name	Source
Guest	Media Common