**Chapter 2 Analytics and Ticketing Innovations at the Orlando Magic**

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|  | **Concept** | **Definition** |
| 1 | Ticketing marketplace changes |  |
| 2 | Digital ticketing (5) |  |
| 3 | Casual fans |  |
| 4 | Casual fan research insights (5) |  |
| 5 | Experience app  |  |
| 6 | Fall Fast Break Pass |  |
| 7 | Fast Break Pass ownership |  |
| 8 | Fast Break Pass Results  |  |
| 9 | Loyal Blue Research Insights (3) |  |
| 10 | Predicting likelihood to renew |  |
| 11 | Magic Money |  |
| 12 | VenueNext platform services (5) |  |
| 13 | Magic Mobile App Benefits (7) |  |
| 14 | Magic App adoption (4) |  |
| 15 | Location-based marketing |  |