



The hidden **opportunity** behind live sport

Our latest data reveals how customers interact with entertainment before,
during and after live sport.



Martin Thomas

Managing Director, Innstay

Swipe to see what happened →

Two nights. One network.

SEMI-FINAL

England v Argentina

Weds 15th July • 8pm • Atlanta

Result: Argentina 2–1 England

WORLD CUP FINAL

Spain v Argentina

Sun 19th July • 8pm • New Jersey

Result: Spain 1–0 Argentina

What is Innfinite?

Innfinite is Innstay's in-venue entertainment network — music, games, karaoke and mobile interaction across hundreds of UK venues.

Every song request and customer interaction is logged in real time. That data tells a story.

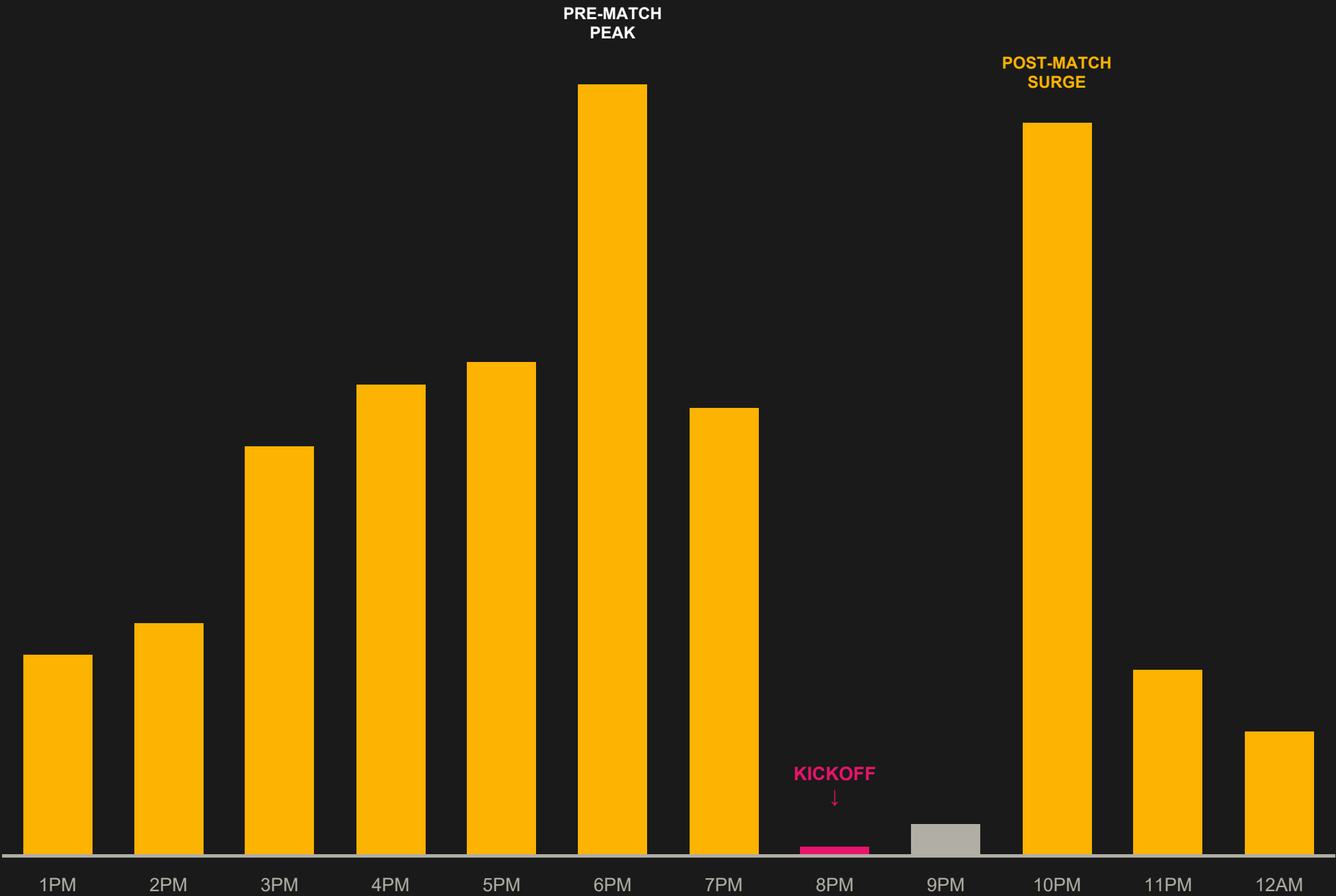
Hundreds of venues. Two nights.

Here's what the data revealed.

Music engagement dropped 98% at kickoff.

-98%

at 8PM kickoff



Relative engagement index across music and games — actual values indexed to peak hour

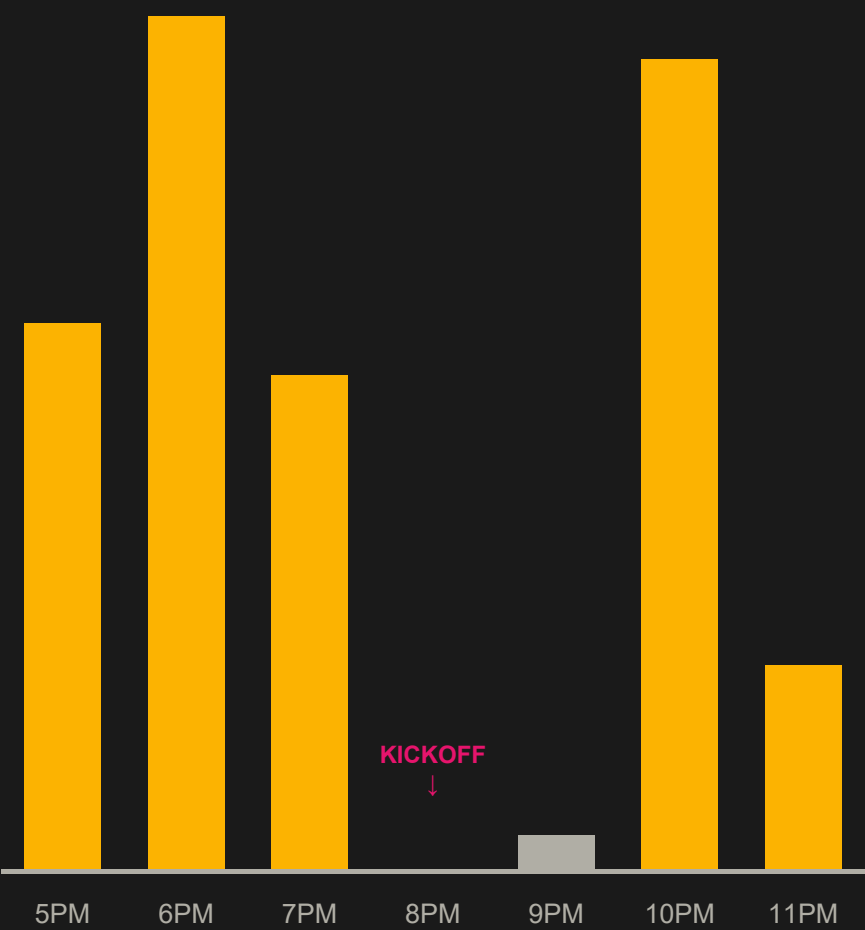
Two kinds of interactivity. Passive and active.

Music and games follow slightly different curves. **One measures atmosphere. The other measures active engagement.**
Quick fire games proved popular just before kick off.

MUSIC REQUESTS

Index: 6PM = 100

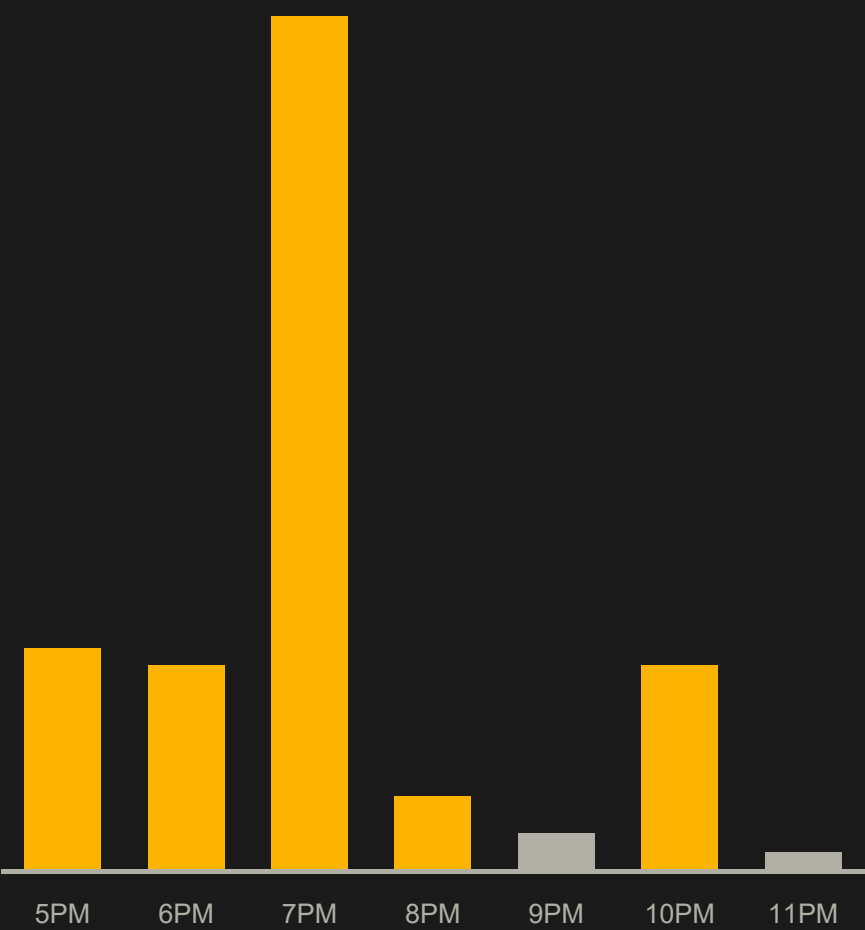
MUSIC
PEAK 6PM



GAME PLAYS

Index: 7PM = 100

GAMES
PEAK 7PM



Not every game belongs in a sport watching crowd.

Across both nights, the games that kept customers engaged shared one trait: they asked for minutes, not hours of attention.

INSTANT GAMES

Lucky Draw • Safe Cracker • Gem Heist • Football Sweep

One press, instant result. No complicated rules.
Plays in the gap between moments.

QUICK BINGO & GROUP PLAY

Quick Bingo • Bingo Beats

Fun, loud, and done in under twenty minutes.
Matches the communal, lively energy of a big match crowd.

The pub prime time.

On both nights — different matches, different days of the week — music engagement peaked at exactly 6PM. Two full hours before kickoff.

SEMI-FINAL

6PM

Peak hour of the day
2 hours before kickoff

WORLD CUP FINAL

6PM

Peak hour of the day
2 hours before kickoff

This is the settling-in hour. Fans arrive early, secure a spot, and start their night. Entertainment and atmosphere peak here — long before the match. Industry data shows pub spending reaches 174% above normal levels in the pre-match window.

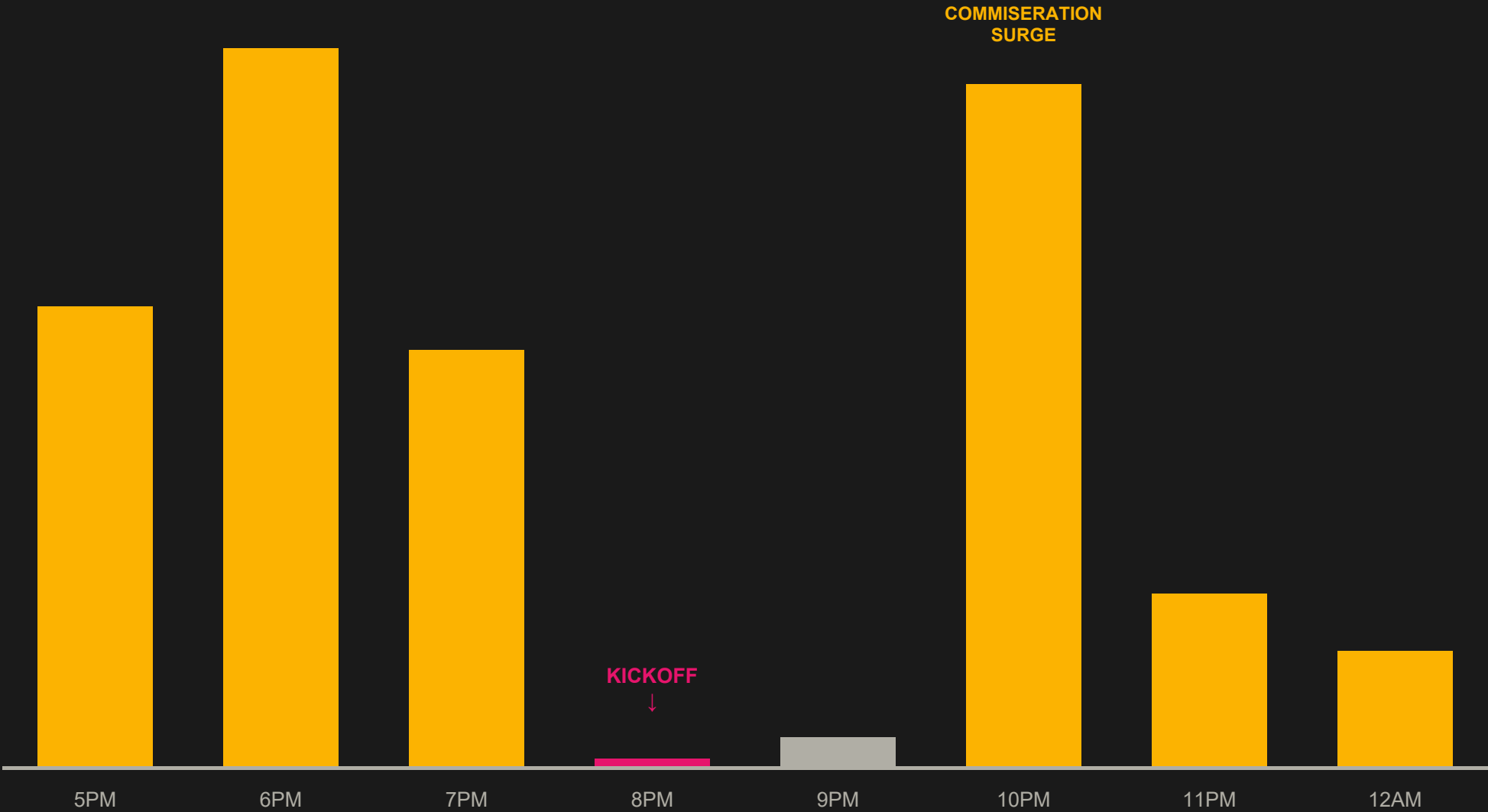
Source: British Institute of Innkeeping, 2026

England lost in stoppage time. Fans ordered another round.

POST-MATCH MUSIC SURGE

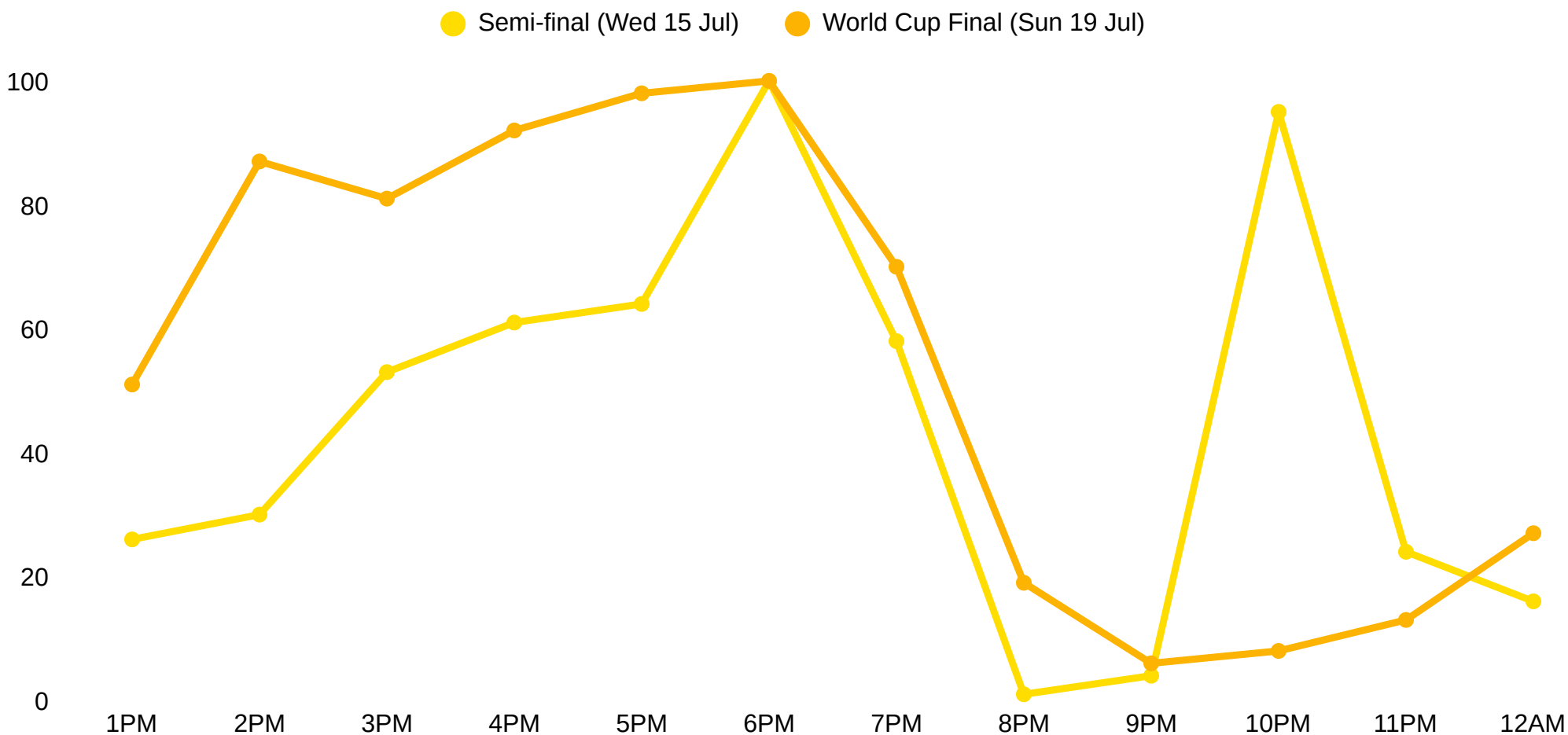
≈ same as pre-match peak

Within 10 mins of the final whistle



SAME KICKOFF. DIFFERENT AUDIENCE JOURNEY.

Wednesday vs Sunday: Two different pub nights.



SEMI-FINAL

Sharp evening surge. Fans came specifically for the match. Engagement compressed into a 6-hour window.

WORLD CUP FINAL

All-day event. Fans arrived from 1PM. A full afternoon of engagement before a ball was kicked. Early evening finish.



**If your
venues have
Innfinite,
you have
this data.**

The customer journey around a big match night is predictable, measurable, and commercially significant.

**Want to see what
your venues are
really doing?**

Let's talk.

Message me directly.