

Wharton Students Find Money in Free Games
By Michael Neft, WG '06

This past spring, ten Wharton students (seven MBA candidates and three undergraduates) spent their spring working to help CBS SportsLine, one of the Internet's premier sports sites, find ways to get players of free fantasy games to pay for future products while also increasing customer loyalty and the impact of the SportsLine brand.

The students formed two different teams: the first looked at transitioning players of free games into pay-for-play games while the second sought to find loyal audiences for CBS SportsLine. Both groups provided Excel models that could be used to do break-even analyses and track the progress of their proposals.

While non-disclosure agreements signed with CBS SportsLine prevent us from disclosing exactly what recommendations the students made, it's clear that they provided strong idea to the CBS SportsLine team.

Said Bill Binenstock, Vice President of Consumer Products for CBS SportsLine, "This is our second FAP project, and in each case we at CBS SportsLine were delighted. The teams' professionalism and enthusiasm was impressive to behold, and their approaches produced actionable concepts and real-world models that will be a part of future product developments at SportsLine."

As a thank you, the SportsLine team thanked the students and their professors with a box at a Philadelphia Phillies game! All in all, it was a rewarding experience for all involved, and we're looking forward to a third FAP project with CBS SportsLine in the spring of 2007.