

Creating a Stronger TV-Side Atmosphere Every Game

USF saw a 250% lift in TV-side attendance for their homecoming game. We project similar improvements utilizing the TV Optimization feature built-in to Tillion.

Challenge

Throughout the football season, the University of South Florida (USF) set a clear priority: ensure a strong, energetic in-stadium atmosphere that reflected the momentum and growth of the program.

USF has strong fan support and impressive attendance growth and has been playing in a large NFL stadium while its on-campus venue is being built for a 2027 opening. In a professional-sized venue, even strong crowds naturally cluster in preferred seating areas. This created an opportunity to guide fans to the most visible sections and showcase the momentum of the program on broadcast.

USF wanted a sustainable, repeatable pricing strategy that would:

- Encourage demand on the TV side across the full season
- Preserve value for loyal season-ticket holders and groups

- Maintain fair, consistent pricing for fans
- Reflect program momentum and elevate the in-stadium experience

This wasn't about a one-time promotion, it was about influencing buying patterns over a season without compromising fan trust.

Our goal was to build energy throughout the season and make sure our stadium atmosphere matched the excitement around our program. With Tillion, we executed a precise, fan-aligned strategy that strengthened demand in key areas week after week.



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Solution

USF partnered with Tillion to activate its TV Optimization feature, enabling precise, controlled price incentives for seats that matter most on game day.

Together, the teams:

- Applied strategic pricing to drive fans toward TV-side inventory all season
- Protected established STH and group pricing zones
- Set clear guardrails to ensure fairness and price consistency
- Aligned primary and secondary market pricing, removing volatility

Reinforced a fan-first strategy tied to USF's broader gameday vision

- Strengthened the USF brand, supporting USF's place among fast-rising, national athletic programs

Rather than blanket dynamic pricing, this was a thoughtful, multi-game pricing strategy aligned to atmosphere goals and fan experience priorities.

Outcome

During their homecoming game, USF saw:

- Noticeably denser TV-side seating week after week
- 250% lift in TV-side attendance
- Consistent protection of STH and group buyer value
- A repeatable, data-driven playbook for future seasons

USF tested this approach early in the season, saw strong results, and applied the strategy across the remainder of the schedule.

Benefits

- Stronger televised atmosphere at every game, not just big ones
- Fan-aligned pricing that reinforces loyalty and trust
- Modern pricing sophistication without disruption
- Strategic demand steering across the whole season
- A scalable model for future campaigns and seating challenges

