



Connecting Fans in New Ways to Deliver the Ultimate Fan Experience



Growing Mobile Demands with Rising Fan Expectations

People are more connected than ever, and that trend will surely continue at an even more rapid rate. It is estimated that by 2015, there will be 5.6 billion mobile devices in use globally, accompanied by a projected increase of over 2600 percent in mobile data transfers. Clearly, there is an increasing appetite for media-rich experiences delivered on mobile devices. In the United States alone, smartphone penetration has surpassed 37 percent, further highlighting these trends.

These trends are arguably most obvious in the sports and entertainment realm, resulting in a host of new experiences for fans and business opportunities for teams, leagues, stadium and arena owners, as well as their partners. There is a growing number of sports-related and social networking websites and applications that fans access to get the latest scores and stats, and to share images and view videos of games and events. With this, comes a rise in the demand that these amenities be available in venues to complement all of the action. Fans expect their mobile experience to be as good as—if not better than—their experience on the way to and from the event. There is an increasing need for stadiums and arenas around the world to provide the seamless

and reliable connectivity necessary to address these needs and the emerging business opportunities associated with event and venue specific applications.

In most sports and entertainment venues today, existing wireless and cellular technologies (for example, 3G/ 4G) are not optimized for the reliable delivery of these services to such a highly concentrated group of users, leaving tens of thousands of fans with limited ability to make phone calls, send text messages, share video, and access mobile data applications. As a result, the need to create a seamless and uninterrupted Cisco Connected Stadium Wi-Fi experience for fans has become one of the primary focuses for industry executives.

IN A POLL CONDUCTED IN EARLY 2011, 65 PERCENT OF INDUSTRY RESPONDENTS IDENTIFIED MOBILITY AND RELIABLE CISCO CONNECTED STADIUM WI-FI CAPABILITIES, AS THE SINGLE GREATEST OPPORTUNITY TO IMPACT THE IN VENUE FAN EXPERIENCE.



Delivering New Fan Experiences and Revenue Growth Opportunities

Cisco® Connected Stadium Wi-Fi is a single converged solution customized to meet the unique needs of large crowds of passionate fans as well as handle all of the traditional back office and operational needs (ticketing, Point-of-Sale, Press Box, etc) unique to sports and entertainment environments. By enhancing the coverage and capacity of traditional Cisco Connected Stadium Wi-Fi technologies, it provides an optimal environment for fans to access an increased array of data applications with all types of mobile devices in the venue.

Consistent and reliable Wi-Fi experiences improves the fan experience, better serves customers, and enables revenue growth opportunities with stadium-specific mobile applications that span food ordering to finding the closest bathroom to engaging interactively with fans through trivia contests and voting. These applications can deliver compelling in-venue video content from a variety of unique camera angles, such as replays, that may only be available in the venue.

Cisco Connected Stadium Wi-Fi benefits include:

- New and enhanced fan experiences
 - Real-time, uninterrupted access to web and stadium-specific applications—including social media, event and concierge services, and exclusive location-based applications—that augment the experience
 - Increased levels of interactivity and personalization to engage fans in compelling ways
 - Uninterrupted voice and text services that allow fans to enjoy the event like never before
- Unique revenue opportunities
 - Real-time concessions, merchandise and ticket-ordering applications
 - Targeted promotions, advertisements, and unique sponsor activations
 - Venue-based services to highlight amenities, provide way-finding, and more
- Operational benefits
 - Single converged Wi-Fi for employee, operations, and fan-facing needs
 - Reliable connectivity
 - Simplified administration and management

Extending the Experience to Each

The Cisco Connected Stadium Wi-Fi solution uses the video-ready Cisco Connected Stadium platform enabling teams to innovate and grow their businesses at the desired pace and to capture emerging, in-venue digital trends that showcase video immersion throughout the venue.

Summary

The Cisco Connected Stadium Wi-Fi solution is designed to provide reliable and uninterrupted access to tens of thousands of passionate fans at events. Together with the Cisco Advanced Services team, which has successfully installed the Cisco Connected Stadium Wi-Fi solution at multiple venues, and a comprehensive roadmap of new features and products, the Cisco Connected Stadium Wi-Fi solution is leading the industry in connecting fans in new and compelling ways.

Learn More

To learn more about Cisco Connected Sports and Entertainment solutions, visit: <http://www.cisco.com/industries/sports>. To schedule a customer briefing, please contact Cisco at ask-ciscosports@cisco.com.