

Q&A for Sports and Entertainment Business Decision Makers

Cisco StadiumVision Mobile

Q. What is StadiumVision Mobile?

A. The Cisco® StadiumVision™ Mobile solution, a first of its kind, is the latest in the sports and entertainment solution portfolio designed in partnership with leading venues around the world. StadiumVision Mobile uses the multicast capabilities of the Cisco Connected Stadium Wi-Fi network to deliver live, low-delay video and real-time data to tens of thousands of mobile devices in a crowded sports and entertainment venue.

Cisco's portfolio of products enables venue owners to synchronize live video feeds and content from the big screen, to digital displays, all the way down to each mobile device, all from a single intelligent network platform to engage fans in ways they've never experienced before.

Q. What were the factors for Cisco to create the StadiumVision Mobile solution?

A. We are in the middle of a mobility revolution in which the number of smartphones and tablets is skyrocketing and will reach over 10 billion in the next 4 years. As a result, people have come to expect that they can stay connected at all times. Fans bring their mobile device to events because they want to engage with their favorite teams/ acts—and others who share the same passions—in a more interactive and personalized fashion. In addition, more and more video is being consumed with these mobile devices. By 2016, 71 percent of all mobile traffic will be video. StadiumVision Mobile addresses these opportunities in live sports and entertainment venues.

Q. How will StadiumVision Mobile address the expressed needs of sports fans?

A. In conjunction with Cisco's Internet Business Solutions Group, Sports and Entertainment Solution Group has completed a global fan survey in the United States, United Kingdom, Australia, and New Zealand that demonstrates the number one reason people attend live sporting events is the experience (63 percent), yet a majority of sports fans (57 percent) prefer to watch the game at home. Technology advancements in living rooms and with second and third screen devices (smartphones, tablets, and so on) are a large contributor to this last statistic. Fans across all cultures highlighted capabilities to "eliminate the single seat experience" with video-enriched experiences on their mobile devices:

- 50+ percent desire replays on demand
- 40+ percent desire alternate camera angles to provide unique perspectives
- 25+ percent want access to the live action on the go throughout the venue

Q. What benefits does StadiumVision Mobile offer sports and entertainment customers?

A. Cisco StadiumVision Mobile enables new, compelling, in-venue fan experiences not previously possible. This solution extends the experience down to a personal level, providing fans with a more relevant and ultimately differentiated experience. In addition, StadiumVision Mobile expands new revenue opportunities by providing capabilities to target advertisements and market promotions down to the individual seat level. This is a

compelling proposition for sponsors and advertisers who crave new levels of fan engagement with delivery of the right message to the right person at the right time.

Q. How will StadiumVision Mobile transform the fan experience?

A. Scalable distribution of live video and real-time data extends the game day experience down to fans' smartphone or tablet so they can personalize the way they participate in the event:

- View unique, alternate camera angles
- On-demand access to replays
- View out-of-town games that are being played at the same time
- Real-time game statistics and fantasy sports updates
- Choice of live game commentary (for example, stadium announcer, home radio broadcast, away team radio broadcast, language, and so on)
- Trivia contests and multiplayer games that depend on all participants receiving the question or prompt at the same time

Q. What are some examples of new revenue streams made possible by StadiumVision Mobile?

A. Like TV and the Internet, if you can compel people to watch your channel or visit your website, then you have won their attention and can use that as an opportunity to advertise, promote, sell, or build relationships. StadiumVision Mobile is an opportunity to get your content onto the screens of every mobile device in the venue and then capitalize on the eyes on screen in one or more of the following ways:

- Unique sponsor activations that include targeted branding and promotional opportunities
- Venuewide branded moment of exclusivity events that hit small and big screens
- Promote future events at venue or for the league or series
- Timed or situational promotions of food, beverage, and merchandise

When used in tandem with the StadiumVision platform, the opportunities to extend the experience and expand the business opportunities are maximized. HD displays can be used to draw attention to StadiumVision Mobile capabilities and invoke an interaction at a mobile device level that results in a unique interaction with that fan. The "bundling" of these assets creates unique offers for sponsors.

Q. How do I get started in evaluating monetization opportunities?

A. Cisco's Content Strategy and Services team is helping customers all around the world capitalize on these monetization opportunities and is prepared to have similar discussions with you regarding insights into packaging, pricing, and selling these new sponsorship opportunities. For follow up, send an email to ask-ciscosports@cisco.com.

Q. Are there rights issues that need to be considered when streaming mobile event video in venues?

A. Our understanding to date is that the properties have more flexibility to use video in venue than when these feeds are made available beyond the venue. This is essentially the same practice that we have followed with the StadiumVision platform, which delivers live video and targeted content to HD displays throughout the venue. It is prudent for the properties to confirm this for themselves with any existing rights holders or associations.

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- Q.** Whom do I contact for more information about Cisco's new StadiumVision Mobile solution?
- A.** For questions or additional information about StadiumVision Mobile or other Cisco Sports and Entertainment solutions, send an email to ask-ciscosports@cisco.com.

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