



EXCLUSIVE INTERVIEW

Creating the “Interactive Soccer Entertainment Programme” Dutch-Based Stadium Impact Hones Specific Package for Sports Clubs



Enrico Pruis
CEO
Stadium Impact

Enrico Pruis is CEO and one of the founders of Stadium Impact, a fast growing media exploitation company in the Netherlands. Since their founding in 2006, Stadium Impact has doubled their revenues and market share in football stadiums each year. Besides Stadium Impact, Enrico works as a business consultant for large Dutch companies in helping them develop a clear and profitable digital signage vision.

Stadium Impact reports to be the only company that exploits video walls, LED boarding and TV circuits in a number of stadiums and clubs, giving them scale advantages for operation and purchase. We asked Enrico Pruis, CEO of Stadium Impact, how the system works and why it's so successful.

Stadium Impact supports premier league clubs in building club communities and brand awareness by turnkey sales and operation of (live) content on screens in and around stadiums, looking at broadcasting from an internet point of view. This means there is interaction between different media carriers. For example, an advertiser can show a business-to-consumer commercial on video walls, a logo on the LED boarding (branding) and a business-to-business commercial on the TV circuit in the business lounges. This also means that the commercial content can be altered live through the Internet. Because Stadium Impact works with 7 Premier League clubs, we have already gathered a large number of regular advertisers who seek national media-attention. Most of them automatically follow us when we add new clubs to the package. We hold the total and exclusive marketing rights of the screens in the stadiums. Furthermore, the clubs provide us with all sorts of football video content. Stadium Impact enriches this content with (3D) animations and music, and develops an interactive entertainment program around the commercial content, which leverages the value.

stadiums during a match. Triggers can be event-based (goal sequence, replay) or time-based (extra time after 45min.) and are multi-media. Since we are working with the club's image, fluent animation / replay, and design are crucial. Timing is also critical, as part of our content schedule is based on 'real time', while the other part is based on 'match time'. The challenge is that a match does not start at 2:30 PM but around 2:30 PM, and we want to show specific items 15 minutes or 45 minutes after the exact start time of the match.

We choose C-nario/Manovra for their capability to work with multiple, semi-transparent over-laid animations and video, without any delay and in some cases, split seconds.

Furthermore the reporting tool Manovra/C-nario provided us with helps us in our day-to-day reporting to the club and our advertisers. Our structure addresses over a thousand screens, with dozens of different channels.

Why did you decide to offer this new kind of OOH media solution?

Before, a "Score master" solution was used with the video walls we bought for the stadiums. This was a stadium-based solution capable of running just one channel per stadium. But our growth (more stadiums and more different media in stadiums), the demands of the clubs, and our own quality and manageability standards forced us to invest in a new, centralised system with multiple interactive and integrated play outs, as well as central content management. Furthermore, Stadium Impact is technological market leader in this market segment (exploitation of content on screens in and around stadiums) and we wanted to further leverage this, which has occurred to great effect.

Can you describe the technical components?

Our digital signage network consists of video walls (30m²), LED board (216m²) and TV-circuits (50 screens) in 7 sub top premier league clubs in the Netherlands. Our Manovra solution is based on a centralised C-nario solution, with location managers (heavy players) in each stadium. These players push a synchronized, interactive play out to all the screens in the stadiums. Content (commercials, video clips, multiple live camera feeds, statistics, time/score, etc.) is scheduled or based on a live trigger by our media director in the different

