

## Digital Signage in Sports

### Special Digital Signage Application for Sports Venues and Sporting Events



Utrecht stadium, the Netherlands

According to FIFA (*Fédération Internationale de Football Association*), the international football (soccer) association, "Although there are some controls by football and stadium authorities on the extent of instant replays of the events during a match, there is a strong public demand for as many replays as possible. This is a primary reason why any stadium which aspires to be classed as a modern, upmarket venue must equip itself with the latest and most sophisticated means of electronic video communication with the public."

This growing demand for digital screens reflects the many benefits digital signage brings to the sports arena, as well as the increasing size of sports venues. Stadiums hosting thousands of people require large high impact multi-displays to engage the audience, communicate relevant information and create a unique viewer experience. Stadium managers increasingly expect digital signage to be a central part of the spectator experience.

In addition, today's sports franchise owners and stadium managers know they're competing for the customer's attention and are willing to invest more money and attention than ever before in creating a complete, memorable experience in every event. More and more stadiums understand that broadcasting the game is not enough, and that advertising has become a great source of revenue.

### Challenges:

When coming to deploy a digital media solution in sports and entertainment arenas, it is important to look for a system that can answer the following challenges:

1. **Content delivery to various display elements** - dealing with multiple screens of different types and purposes (main hung/LEDs, TV circuit, line boarding, way finding, box offices, VIP lounges, menu boards and more).
2. **Real time information** – displaying real time information based on dynamic events happening during the game.
3. **Integrating broadcast with advertising and data feeds** - integrating content from different sources into a unified composition.
4. **Video distribution** - distributing HD video from multiple sources to a multitude of screens using the venue's existing Infrastructure.
5. **Monitoring and control** - managing and controlling a large number of different content channels from a central unified system, while allowing a local operator to manage the event/game in real time.



The new Indianapolis Colts Lucas Oil Stadium (VIP clubs)

## Solution:

C-nario has developed a new application, specifically designed to meet these challenges:

- **Content delivery** – the new application enables the distribution of content from multiple sources to displays of different size, resolution, and shape (including video walls and seamless projection), delivering different content channels, or a mix of:
  - Broadcasting the game
  - Real-time information
  - Advertising
  - Communicating relevant information to the audience
  - Way finding
  - Menu boards

In addition, the solution supports real time 3D effects.

- **Real time operation** – enabling trigger-based programming to match dynamic events during the event. For example, displaying the player's stats when substituted, or displaying a specific ad when there's a goal, touchdown, etc. (requiring a combination of show control and live information)
- **Targeted advertising** – C-nario's solution offers a sales-driven approach, integrating advertising as an integral part of the content mix in real time. Advertisers can sponsor specific events such as a goal, touchdown, foul, timeout, etc. The system supports flexible and modular advertising models and pricing, resulting in increased ad sales and revenue.
- **High impact displays** –breaking the boundaries of the single screen, supporting any size video wall, collage or seamless projection, while maintaining pixel-perfect quality. In addition, the solution is designed to support "odd" resolutions required for certain elements in sports venues (e.g., line boarding).
- **Distribution over IP networks or existing infrastructure** – the solution is designed to support distribution of content over IP (including dozens of live HD inputs). However, it also takes advantage of the sports venues' existing network infrastructure, delivering content from a variety of sources to any number of screens in an efficient, cost-effective manner.
- **Central operation, management and control suite** – providing stadiums' operational staff with both local and remote tools for management, distribution, control and monitoring of the entire system through a unified platform, including event/show control
- **Interactivity** – engaging the audience through an interactive personal experience, enabling viewers to get information relevant to them, and choose what they want to see in the different locations at the venue (VIP suites, concession, way finding, etc.).

## Benefits:

Every party involved in sports and entertainment events can benefit from this solution:

- First and foremost, the **audience/fans** that benefit from an enhanced experience that takes any game or event at the stadium to a whole new level of excitement and interaction, attracting the audience to the venue.
- **Stadium franchise owners and venue managers**
  - Turning the stadium into a modern and more competitive venue, attracting new audience and events
  - Monetizing existing infrastructure - turning the venue into a marketing platform, creating new revenue streams from advertising and targeted promotions
  - Gaining new tools for managing and controlling sports and entertainment events
- **Media selling companies**
  - Enabling media companies to offer advertisers flexible and modular advertising options (with different pricing models), sponsoring different real time events
  - Enabling targeted advertising and promotions, based on location, time, demographics and event type
  - Creating higher impact displays providing a unique viewer experience

To sum up, C-nario's sports solution offers a complete solution to sports arenas and stadiums, setting a new standard in sporting events.

