

# THE FUTURE OF STADIUMS

Transitioning Fans from Being Spectators to Participants for Greater Commercialization



## Stadiums are Enhancing Wireless Connectivity to Address Evolving Attitudes and Preferences of Fans

### Fans' Expectations of In-Stadium Experience are Changing



**69%**

of fans would like to watch multi-angle replays on mobile devices during the event in-stadium



**48%**

of season ticket holders would pay to access multi-angle replays and informative game data through their mobile devices



**83%**

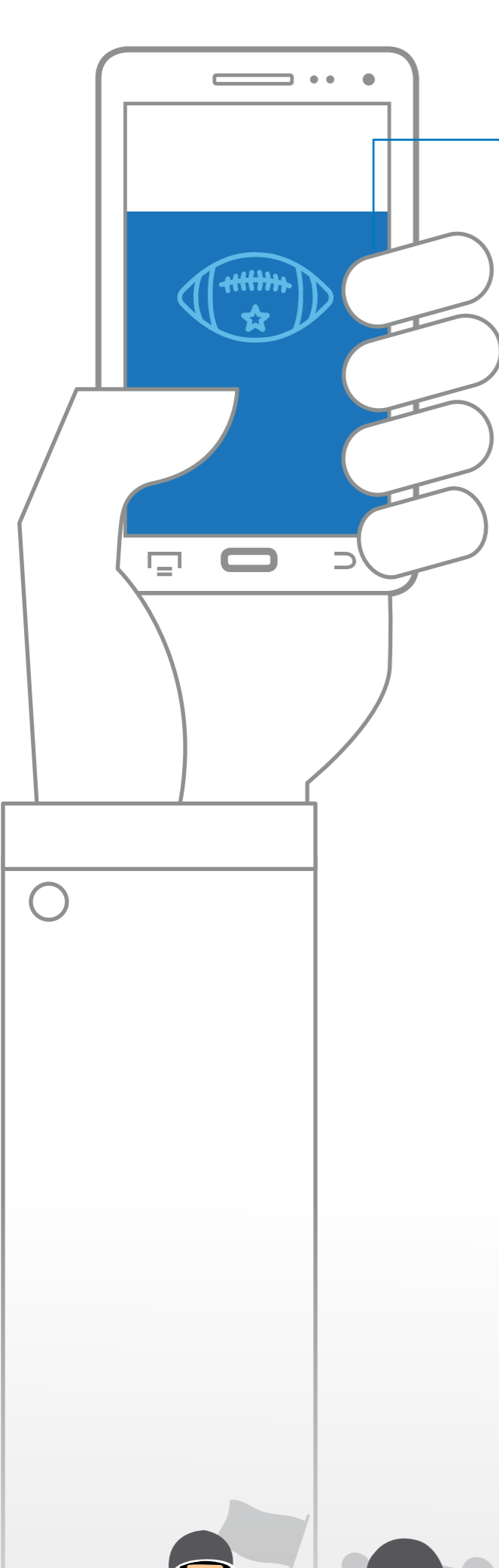
would accept advertising on an application to view live sports content



**65%**

of in-stadium mobile users consume content and monitor activity on social media platforms

## In-Stadium Wi-Fi is Becoming a Must-to-Have to Facilitate Greater Fan Participation



**72%**

of fans use mobile devices inside the stadium



**38%**

of fans used in-stadium Wi-Fi during Super Bowl 50



In 2014, 35% of public venues had Wi-Fi; Increased to **65%** in 2015

Fans are Generating More Content than Official Broadcasters During Live Events

**3.2 TB** Wi-Fi usage at Super Bowl XLVIII

**6.2 TB** Wi-Fi usage at Super Bowl XLIX

**10.1 TB** Wi-Fi usage at Super Bowl 50  
(63% increase in data transfer Y-o-Y)

The Super Bowl XLIX saw a peak of **395,000** tweets per minute during the event

## Wi-Fi is Enabling Stadiums to Compete Against Expanded Home Experience



- 19.82% Video
- 19.62% Web-Browsing
- 17.67% Social Media Sharing
- 15.96% Cloud Applications
- 2.29% Music
- 1.44% Messaging
- 1.37% Email
- 0.97% Navigation
- 20.86% Other Activities

## Wi-Fi Extends Fan Engagement and Loyalty through Media-Heavy and Immersive Experience In-Stadium and Out

### Pre-Event



Online ticketing and easy transfers via quick response codes



Interactive maps to speed-up parking lot entry and mobile point-of-sale

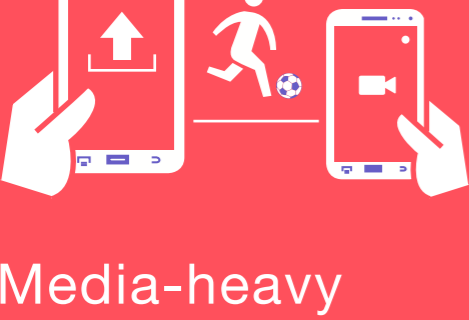


Enriched pre-game celebration and tailgating experience



Locating seats through streamlined navigation and logistics

### Live Event



Media-heavy applications for producing and sharing content



Instant replays from angle of choice



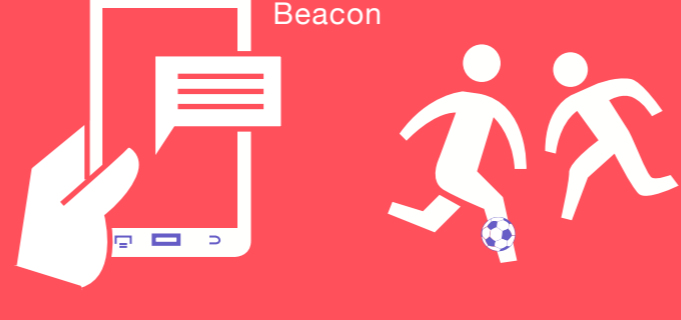
View "celebrity" attendees



Pre and post-game interviews



Geomapping directs fans to closest restrooms, merchandise stores, concessions with the shortest wait times



Supports beacon implementation for targeted promotions and real-time engagement such as live interaction with other fans



Real-time seat upgrades

### Post-Event



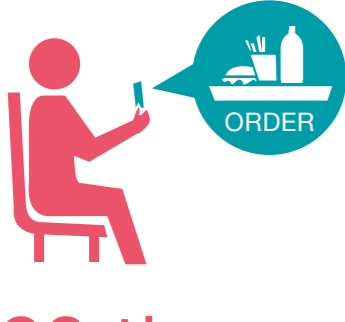
Team interactions, interviews, replays and fan inputs



Targeted promotions for loyal attendees

## Wi-Fi is Enabling New Revenue Opportunities through Branded Mobile Applications

In-seat food and beverage ordering, with delivery or pickup



**8.23 times** average sale increase for stadiums having in-seat ordering



Average wait time decrease to **9 minutes from 15 minutes**



**35%** Average increase in value of a pick-up order



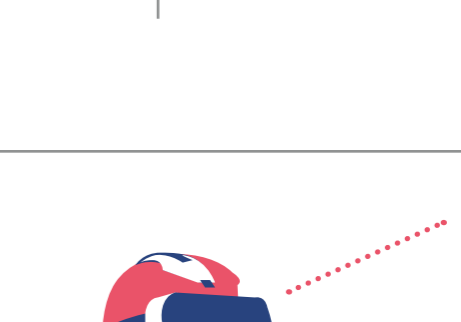
**46%** Fans order second time



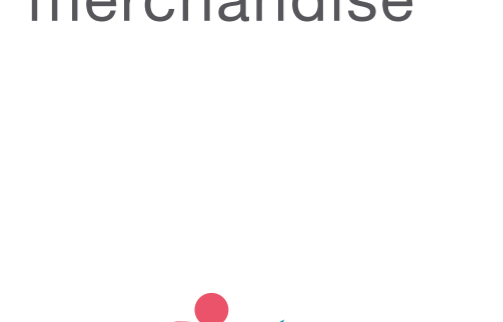
Purchase merchandise



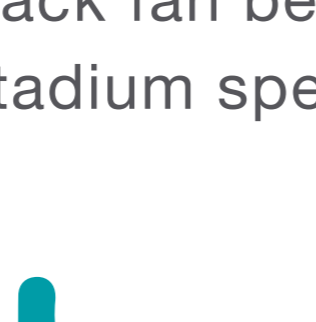
Enterprise-level analytics to track fan behavior and in-stadium spending



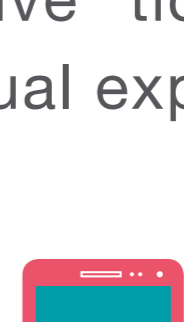
Supports virtual reality to "test drive" tickets and sell virtual experiences



Valet retrieval



Online seat upgrades



Identify regular attendees and send targeted offers

Sources: 1. Mobile Sports Report 3.IDC 5. Statista 7. DeviceAtlas 9. Harris Poll 11. EVS.com  
2. Levisstadium.com 4. Worldometers 6. StatCounter 8. eMarketer 10. Internet Retailer 12. Geekwire