

VIDEO BOOSTS REVENUES FOR SPORTS VENUES

Sports venues and stadia are driven by the need to ensure maximum revenues are being derived from every match, game or event all year round.

As well as traditional income streams such as broadcast rights, ticket sales, sponsorship and merchandising; another source includes maximising networks of displays to offer in-stadium advertising and promotions, match information, instructional messages and to draw visitors towards bars and restaurants and encourage dwell time.



THIS IS WHERE IPTV AND DIGITAL MEDIA COME IN

MediaStar has the ability to precisely target specific locations in venues, so live matches can be streamed to screens in corporate hospitality suites, while interviews with players can be recorded and played out on screens next to concession stands during half time to entertain fans.

The other advantage of this, is that it helps to boost extra beverage and food sales, and provides opportunities to sell advertising slots on the screens to sponsors and brands.



Burton Coliseum Complex, Southwest Louisiana's foremost entertainment complex has achieved a **significant increase in food and refreshment sales since deploying Cabletime's MediaStar solution** to display eye-catching digital menus at concession stands throughout the venue. The Coliseum, which is an offshoot of a parish Government project, selected MediaStar despite originally planning to use a dedicated menu board.



Jason Barnes, Director at Burton Coliseum Complex, said:
"The MediaStar digital signage system appealed largely because it was easy to use and it met all the requirements of the spec. As a result, we have seen an immediate increase in concession sales and we believe this is due to the eye-catching, visually appealing menus."

In the UK, Chesterfield Football Club realized a 20% increase in refreshment revenue after integrating a MediaStar IPTV and digital signage system with its network of displays in the concourse area. At the Augsburg Panthers stadium in Germany, statistics relating to the hockey match and displayed on the main stadium screens and in the bar areas are switched to adverts as soon as the half-time or final whistle is blown.

And it's not just stadiums, but other sports venues too, that can benefit. Dubai's iconic Meydan Racecourse uses a MediaStar IPTV and signage system connected to a massive network of displays, which means that up to 60,000 racegoers at each meeting will see messaging, promotions and live action in the restaurants, private boxes, viewing galleries and the public areas.

Stadium managers in all venues, even those with rudimentary networks, can utilise IPTV. Informational messages can be programmed - including safety messages - while live sporting action, company videos, and presentations are shown simultaneously at different locations within the venue.

Other stadiums and teams taking advantage of this powerful promotional tool include:

USA

- PGA Open Golf Championships
- US Open Golf Championships
- Reebok Sports Club
- Tropicana Field (Tampa Bay Rays)
- FedEx Field (Washington Redskins)
- USGA
- Burton Coliseum

Canada

- The Saddledome (Calgary Flames)

UK

- Arsenal Football Club
- Brighton & Hove Albion FC
- Wembley Stadium
- Exeter Chiefs
- Kent County Cricket Club
- Ayr Racecourse

Europe

- Augsburg Panthers
- Continental Arena Regensburg
- Thomond Park Racecourse
- Galway Racecourse

Asia

- Singapore Sports Hub
- ICC Dubai
- Meydan Racecourse

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