

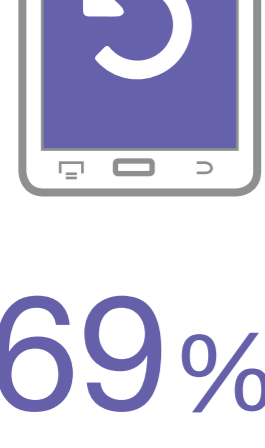
THE FUTURE OF STADIUMS

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



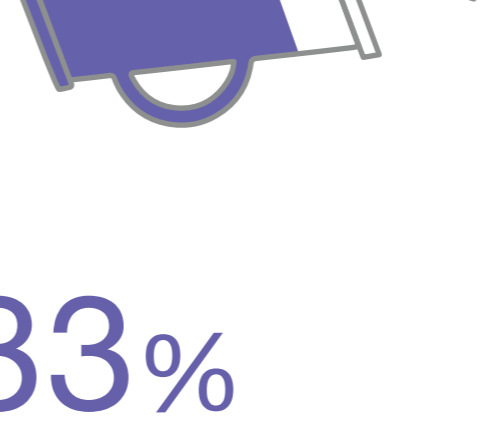
69%

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



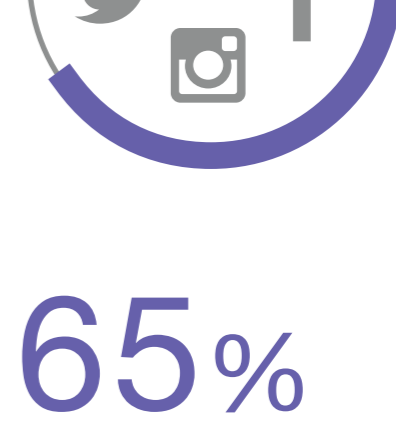
48%

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



83%

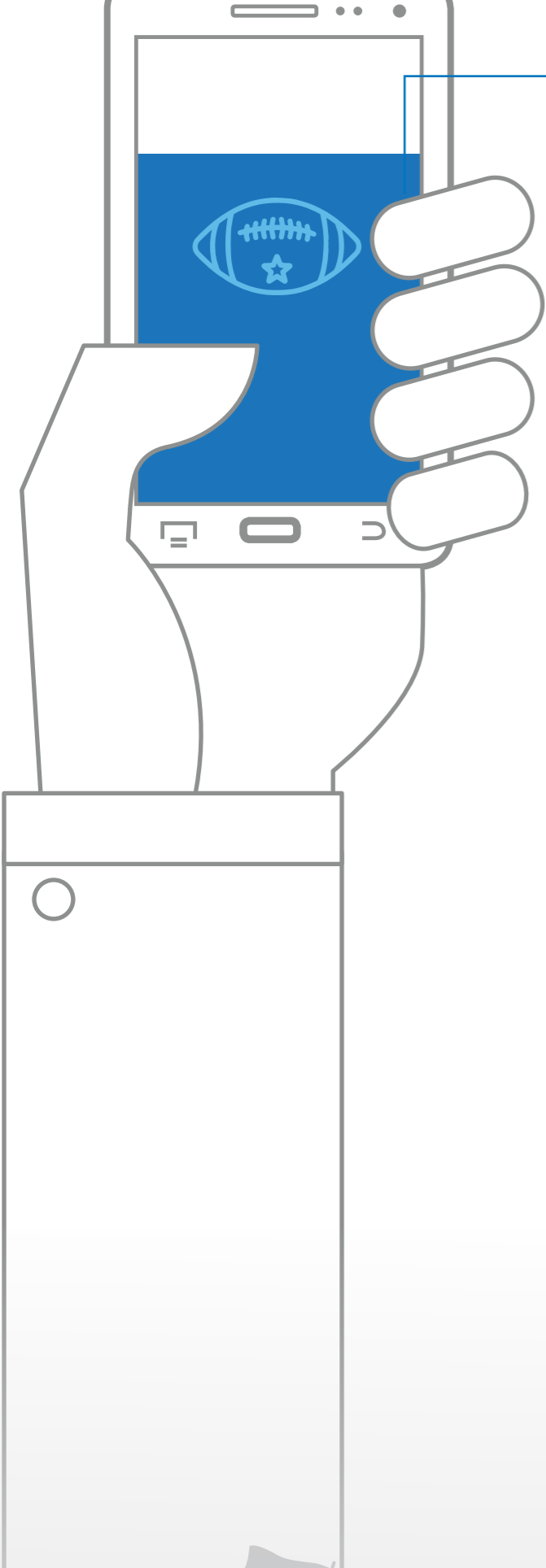
would accept advertising on an application to view live sports content



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



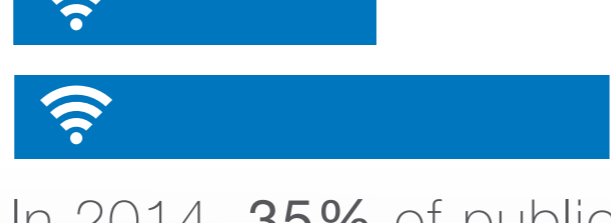
72%

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

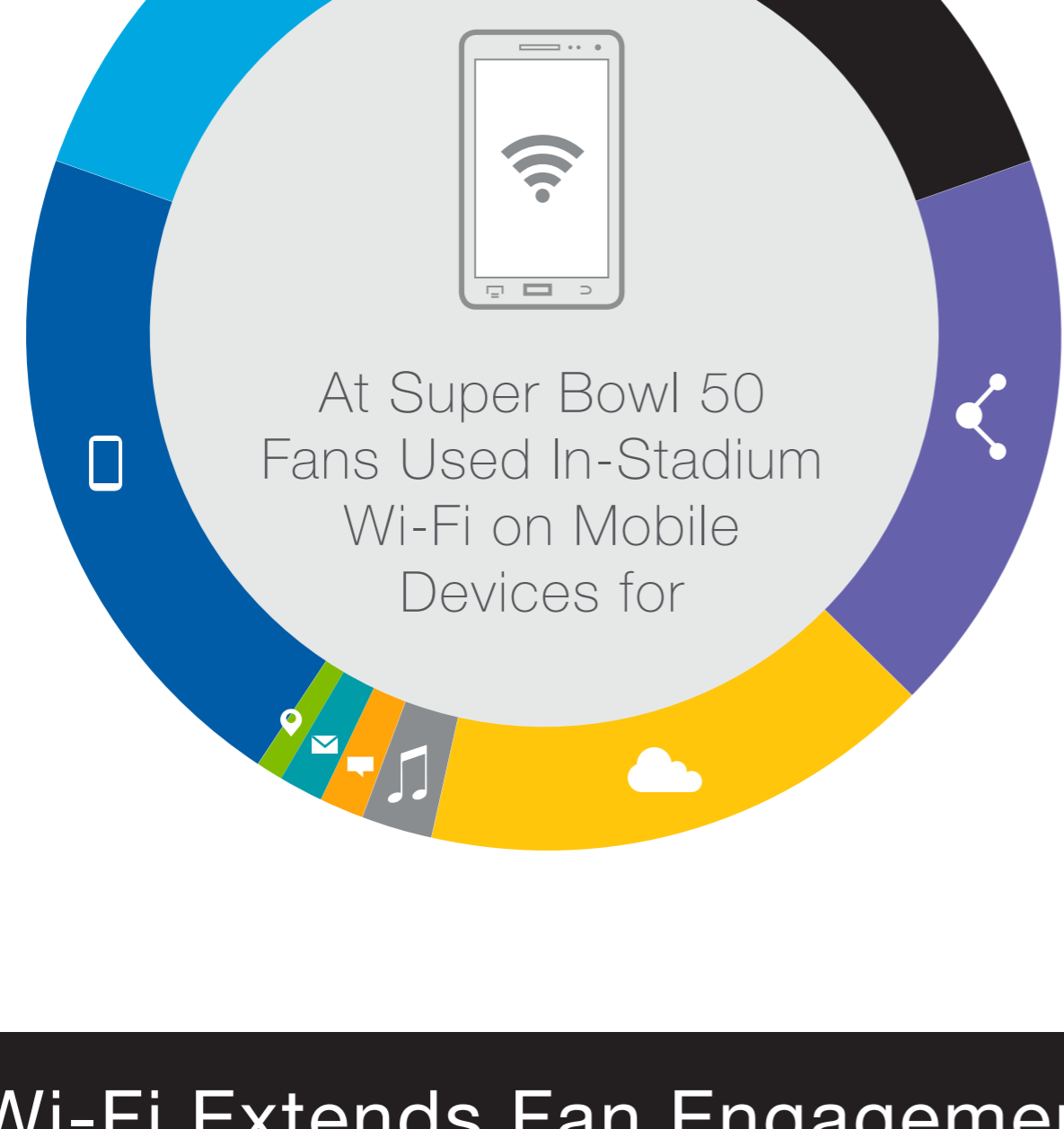
10.1 TB Wi-Fi usage at Super Bowl 50

(63% increase in data transfer Y-o-Y)

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



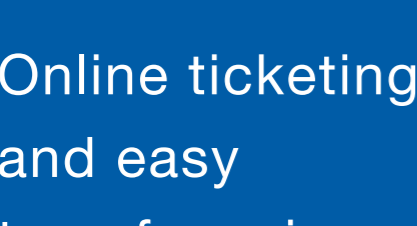
Wi-Fi is Enabling Stadiums to Compete Against Expanded Home Experience



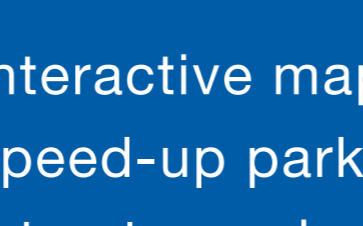
- 19.82% Video
- 19.62% Web-Browsing
- 17.67% Social Media Sharing
- 15.96% Cloud Applications
- 2.29% Music
- 1.44% Messaging
- 1.37% Email
- 0.97% Navigation
- 20.86% Other Activities

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

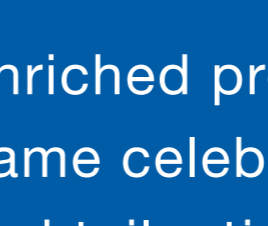
Pre-Event



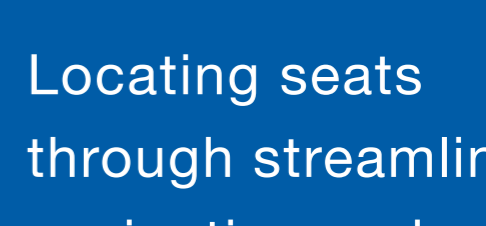
Online ticketing and easy transfers via quick response codes



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



Enriched pre-game celebration and tailgating experience

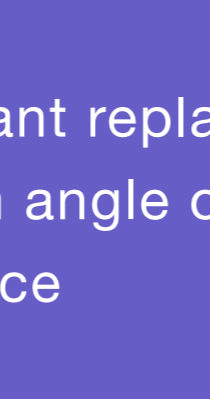


Locating seats through streamlined navigation and logistics

Live Event



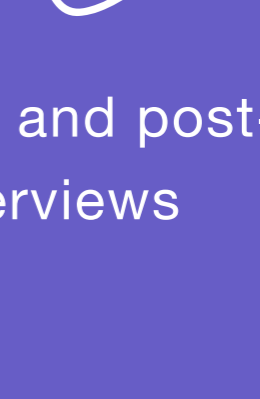
Media-heavy applications for producing and sharing content



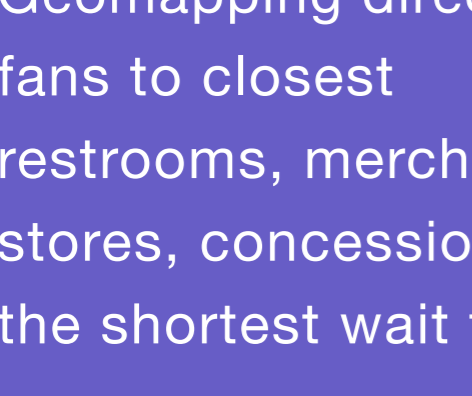
Instant replays from angle of choice



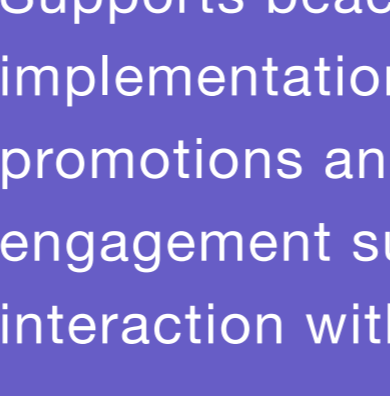
View "celebrity" attendees



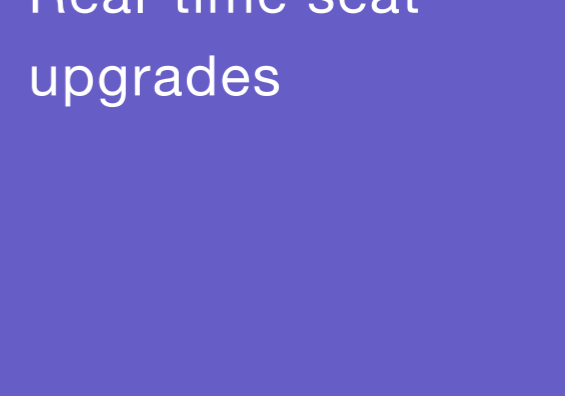
Pre and post-game interviews



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

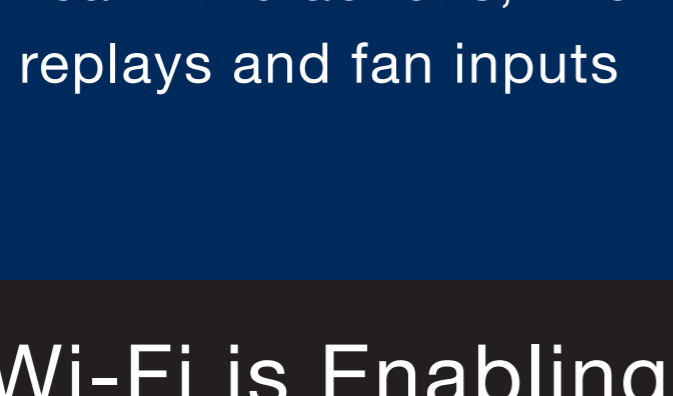


Supports beacon implementation for targeted promotions and real-time engagement such as live interaction with other fans

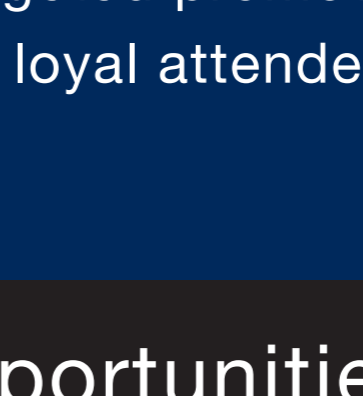


Real-time seat upgrades

Post-Event



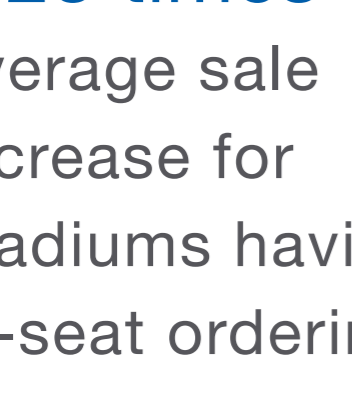
Team interactions, interviews, replays and fan inputs



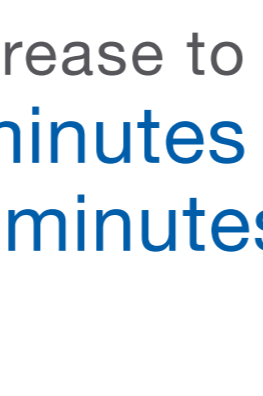
Targeted promotions for loyal attendees

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

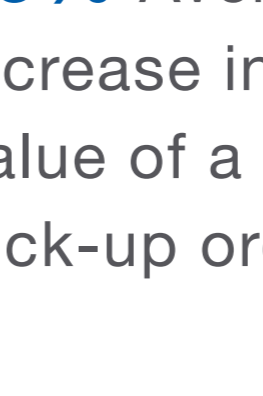
In-seat food and beverage ordering, with delivery or pickup



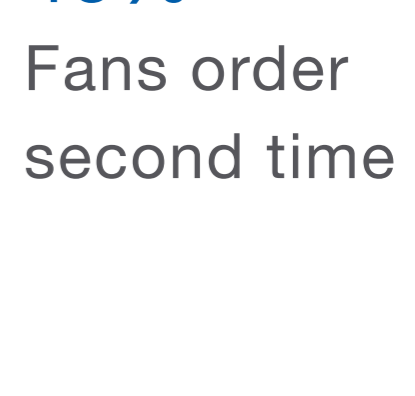
8.23 times average sale increase for stadiums having in-seat ordering



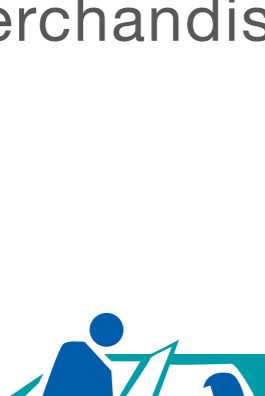
Average wait time decrease to **9 minutes from 15 minutes**



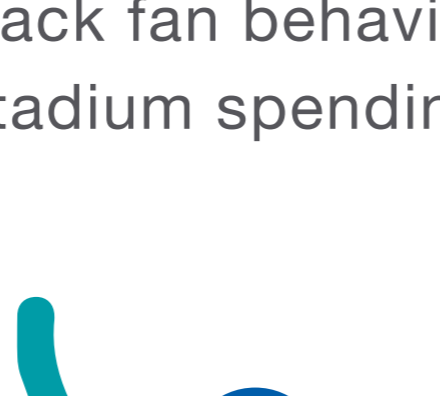
35% Average increase in value of a pick-up order



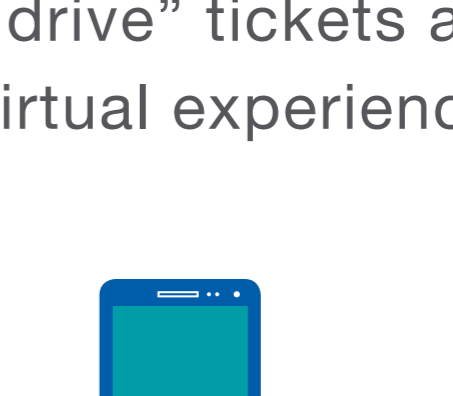
46% Fans order second time



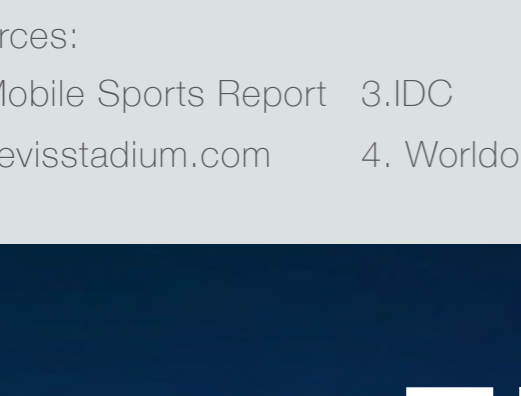
Purchase merchandise



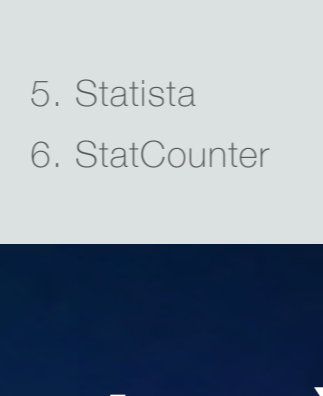
Enterprise-level analytics to track fan behavior and in-stadium spending



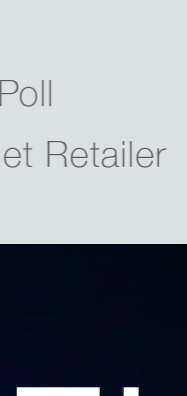
Supports virtual reality to "test drive" tickets and sell virtual experiences



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

Elevate Your Wi-Fi

Your Stadium Relies On It. Your Fans Demand It.

Delivering blazing fast high density Wi-Fi for immersive fan engagement and innovative revenue streams.

TRY IT OUT