

# Powering the Ultimate Fan Experience

When it's time to power a live experience like a sports event or concert, the number of network connections explodes. Before the fans even arrive, the back of house operations teams are powered by digital technology driving their commerce platforms, signage, facilities management, and so much more. And when the fans start to stream in, the number of users, devices, and applications connecting to WiFi skyrockets—as does the demand on the stadium's network. For venue IT and operations teams, being ready for the day means taking a fan-first approach by providing a

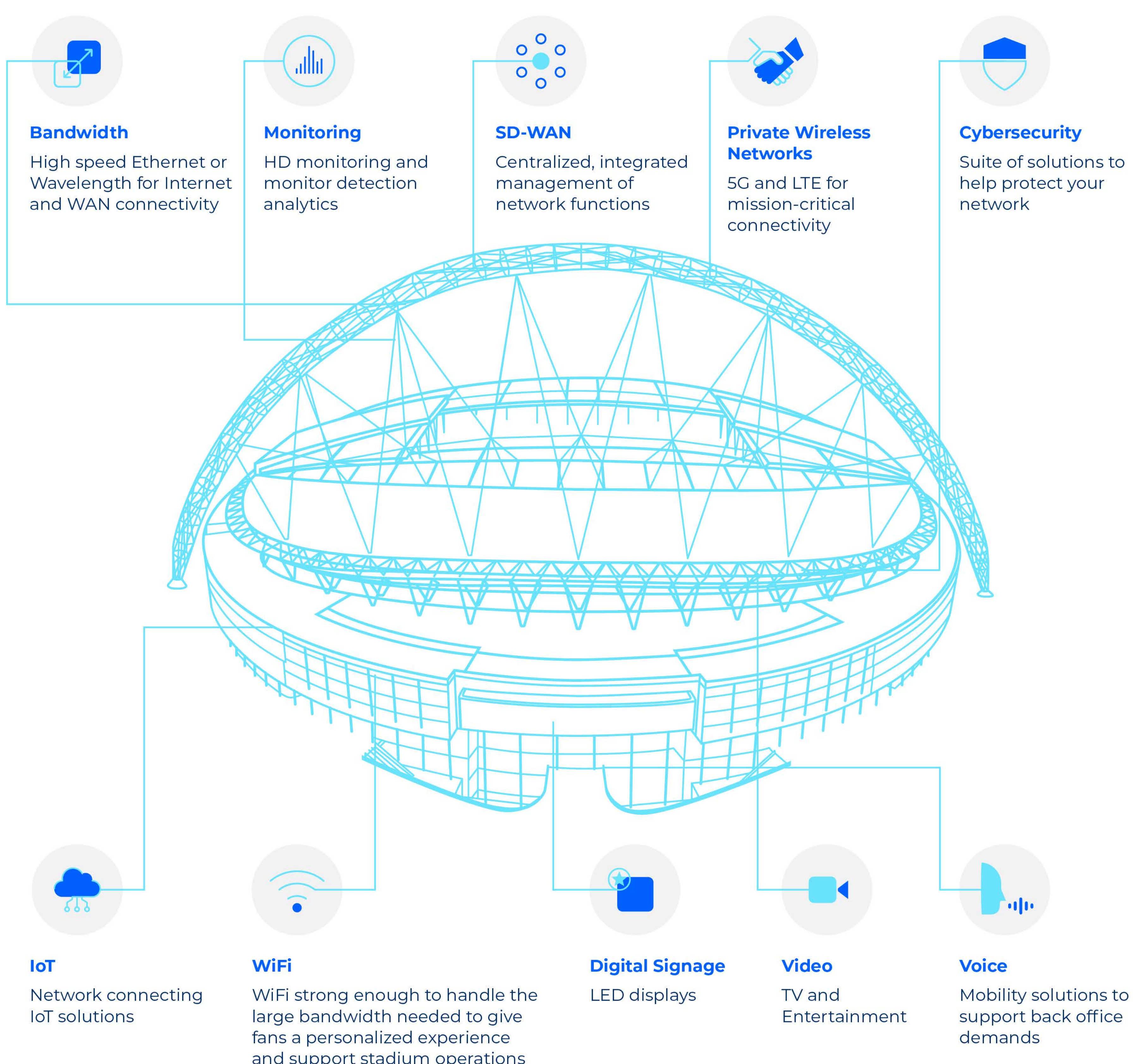
network with the speed, security and agility to accommodate these huge spikes in demand to deliver the best connectivity to power the ultimate fan experience.

Technology is redefining how people enjoy sports and entertainment events and IT teams are committed to supporting a more digitally-enhanced experience. The following is a peek behind the scenes at the technology needed to provide amazing fan experiences.

## Underlying technologies

Almost every critical business function runs through the venue's network. All transactions—every ticket scanned, every beverage purchased, every fan experience uploaded to social channels.

To provide a seamless experience, the connectivity needs to spread across the facility covering the fan experience from beginning to end—from the parking lot, to the wireless ticket scanners, to vendor POS systems, to interactive video for instant replays.



## Ubiquitous, high-speed WiFi coverage throughout the property

WiFi connectivity in a large venue enables high capacity environments to support the growing number of digital applications that fans and operators alike have grown to depend on.

### Great pre-game experience

- **Smart parking app** to streamline entry lines, help fans identify open parking spots, and make payment.
- **eTicketing**, wireless ticket scanners, and ticket exchange
- **Wayfinding apps** to find the closest and least crowded point of entry, as well as locate seats, concession stands, merchandise shops and restrooms.

### Game-time go-tos

- **Mobile ordering** for concessions and merchandise delivered to your seat
- **ID management tools** to give each fan unified credential for use in every transaction and touchpoint
- Videos and photo **uploads to social media**
- **Instant replays** from mobile apps and jumbotrons
- **Immersive video** in stadium suites, concessions, concourses, etc.

### Behind the scenes must-haves

- **Custom designed WiFi coverage** throughout fan-facing and back of house locations - Private SSID, ticket scanning, venue suite apps
- **WiFi failover** to cellular Internet
- **Video** for the stadium suites, concourses, concessions, private clubs, lockers rooms, coaches rooms, etc.
- **Support for public and private wireless networks** for robust networking capabilities and wireless options
- **Integration** into carrier-grade core network architecture
- **Ability to customize user experience** via captive portal, network names (SSIDs)
- Flexibility to provide turnkey, end-to-end managed **service on a mixed operational model**
- **WiFi reporting**, usage and location analytics
- Upgradeable to **support emerging wireless technologies**

### Customized fan experience powered by WiFi analytics

- **Helps to clear bottlenecks** at entry points
- **Reducing wait time** for concessions and bathrooms
- Providing customer fan **offers and discounts** through loyalty programs
- **Optimizing mobile app** preferences
- **Adjusting inventory** to meet fan demand

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