

## Digital Signage in Sports and Entertainment Venues

Effective use of a digital signage network in sports and entertainment venues will generate revenue, improve safety and enhance the overall experience of the visitor.

By Louis Brill  
Contributing writer,  
DigitalSignageToday.com

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In today's competitive market it's essential that stadiums and arenas offer more to the paying customer than simply a seat with good sightlines. As an increasingly varied target market demands more bang for their buck, entertainment venues are incorporating high performance digital signage as a way to communicate with customers and enhance the visitor experience.

Stadiums and arenas play host to a wide variety of live events including multiple sports competitions, music concerts and community functions. With the demographics of the people attending these shows more varied than ever, entertainment venues are faced with the task of being able to communicate targeted information that is not only relevant to a specific patron at a specific event, but also relevant to what is happening at the event at that particular moment. The ability to display targeted information to different areas of the facility at different times of an event is the key to running successful digital signage in an arena. In order to accomplish this, the system responsible for the creation, scheduling and distribution

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of content must be both flexible and easy to use.

A typical stadium digital signage system incorporates a series of large-format LCD screens that are set up in various indoor locations around the stadium, often in conjunction with one or more large-scale LED boards outside the building.

### Considerations when operating a digital display network

**Placement of screens.** Deployment of digital screens can best be decided by the natural flow of the audience through the stadium, such as:

- Parking areas
- Main access routes to the stadium

- Box office
- Access gates
- Lobby/atrium
- Fan zone areas
- Food/beverage and retail concession stands
- Private boxes
- Seating area

**Targeted content.** The ability to deliver the right message to the right person at the right time can be a very powerful marketing tool. Successful signage will have the ability to follow the activity of the audience as they engage with the stadium environment, with specific messages being directed at the audience at certain times of the event. (Much like day parting, but think of it as “event parting”).



*Signage in entertainment venues is about more than just keeping score. Now, the signage must also communicate relevant information to visitors in a timely, attractive manner.*

**Emergency notification system.** Visitor and staff safety is an enormous concern for any venue used to host large gatherings of people. A centralized digital signage network can be a highly effective addition to the emergency notification system of any entertainment venue.

- Signage appears in highly visible locations throughout the facility offering an effective way to alert and inform patrons and staff of emergency situations.

### Examples of targeted content include:

- Leading up to the event, parking area signage can indicate which lots are most convenient for various stadium entrance points
- After the event, the same signage can be used to inform drivers of local traffic conditions and best exit routes.
- As visitors enter the facility, signage can help direct them to the nearest ATM, restroom or security desk as well as help them find their seats.
- At intermissions, signs can be triggered to heavily promote retail and food concessions.
- Private boxes can be fed corporate specific content including corporate season ticket promotions and sales information regarding available suites.
- Designated “family” sections can be targeted with family-friendly promotions including combo meal deals, reduced ticket packages and upcoming family events.
- As visitors leave the facility, signage can be dedicated to thanking them for their patronage and providing information about upcoming events.

- Centralization is the key to an effective digital emergency display, as alerts must have the ability to preempt regular programming on every screen with the push of a button and ensure that information displayed throughout the facility is consistent.
- An effective emergency system must have the ability to provide time-sensitive information with up-to-the minute instruction.
- Digital signage systems can be integrated with other alert systems in the venue.

**Generate Revenue.** Digital signage can provide various stadium sales opportunities for increased revenue stream, such as:

- Food concessions, including overhead digital menu boards
- In-house promotions for retail, tickets, contests, club membership and upcoming events.
- Brand reinforcement of both the venue and the resident teams.
- Third-party advertising offers the opportunity for reaching a return on investment, allowing the digital signage system to pay for itself and even become a profitable revenue source for the stadium.

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Good communication is always important between an audience and its hosting venue. If a digital signage system can enhance the experience of the consumer, it will help to motivate return visits, increasing ROI. By providing well placed, informative and targeted content, digital signage can help to engage any audience, while providing a sense of identity and atmosphere to any arena.

*About the sponsor: Capital Networks Limited, established in 1991, offers digital signage technology to various industry segments in six continents. The company, which has its roots in the broadcasting and cable television industries, provides content management services, production and creative services and technical support. Capital Networks Limited also developed the Audience software platform that runs on contemporary PC hardware and graphics cards and is used in wide range of digital signage applications.*