

5 ways to boost the stadium fan experience

When it comes to the stadium fan experience, technology is helping to change the game for the better.

With the low latency that 5G Ultra Wideband can help make possible, there's never been a better time to innovate the fan experience.



How technology is changing the fan experience

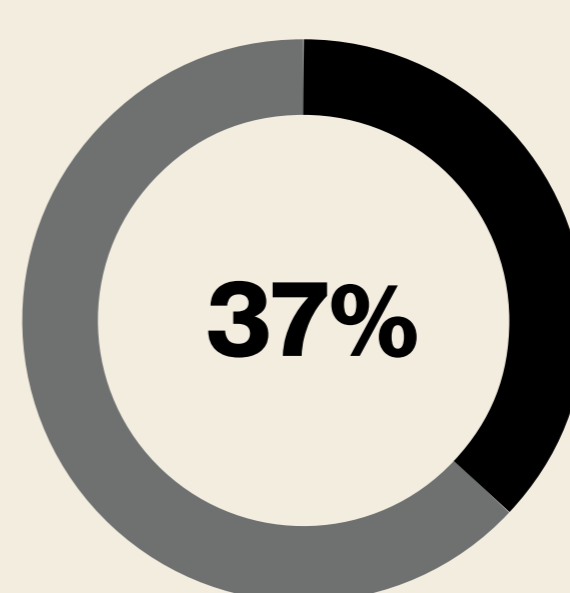
Here are five ways venue operators can enhance fan engagement.

1. Crowd analytics

From the moment fans arrive at the stadium, 5G Edge Crowd Analytics can improve satisfaction levels by helping to:

- Reduce wait times at entry points, concession stands, restrooms and other busy areas
- Manage traffic flow and ease congestion for improved venue safety and security
- Improve wayfinding, so guests can find their way around the venue more easily
- Provide venue operators the data to create an optimized layout for retail, F&B, and other POS environments to maximize sales and capitalize on advertising/sponsorship opportunities in and around their facility.

37% of survey respondents had experienced significant delays or backups due to ticketing and/or security screening.¹

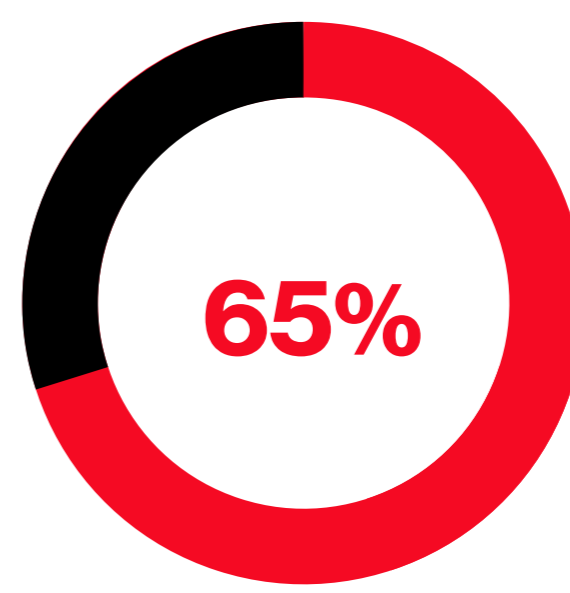


2. Cashierless checkout

Instead of waiting in long lines to make a purchase, fans can take food, drinks or merchandise right out of a concession stand without missing a beat – or a crucial moment in the game.

- A fan enters the store via a turnstile, checking in using their credit card or the venue's branded loyalty app.
- Cameras and a computer vision system keep track of each item the customer selects.
- When the fan is done shopping, they simply exit the store.
- A digital receipt is automatically sent to them.

65% of survey respondents plan to implement cashierless concessions technology in 2024.²



3. Accelerated access

There are several benefits of deploying accelerated access technology to your venue so fans can enjoy streamlined entry and access to the stadium.

- Access an express lane that uses opt-in facial authentication as a ticket.
- Deliver efficient access to stadium amenities.
- Enable access to critical areas for staff via facial authentication.
- Elevate the guest experience which can increase venue desirability.



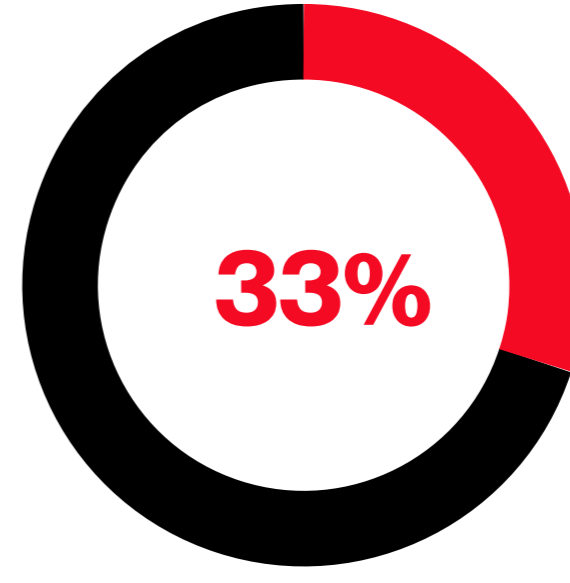
4. Connected operations

Once they're settled, fans can use the venue's mobile app to see near-instant player and team stats overlaid in augmented reality. This "second screen" experience lets fans share the thrill of the game directly from the stadium and connect more with the game and each other.

33% of survey respondents plan to implement personalized second screen experiences in 2024.³

Fans can also access multiple camera angles in the mobile app, getting even closer to the action. With so many ways to enjoy the event, everyone can have the best seat in the house.

33% of fans surveyed reported that multiple camera angles is their most popular technological advancement to sport highlights.⁴



5. Connected fans

Connectivity can be the foundation for enhancing fan engagement. Robust data and voice capabilities in a venue can also improve back-of-house operations, helping to indirectly improve the stadium fan experience.

59% of survey respondents plan to improve in-venue wireless connectivity for fans in 2024, and 54% plan to improve in-venue connectivity for operations.⁵



Verizon can provide the fast and consistent connectivity that gives today's hyperconnected guests the onsite digital services they want, while also allowing venue management to use near real-time data to make intelligence-driven decisions. Learn more about the importance of connectivity to the smart stadium of the future.

The author of this content is a paid contributor for Verizon.

¹ Stadium Tech Report & Verizon, Stadium Connectivity White Paper, October 2022, page 5.

² Stadium Tech Report & Verizon, Stadium Connectivity White Paper, October 2023, page 3.

³ Ibid.

⁴ Statista, Most popular technological enhancements to sports highlights in the United States as of August 2020. Chart, October 12, 2020, <https://www.statista.com/statistics/244517/best-new-sports-broadcasting-technology-according-to-consumers/>, accessed May 30, 2023.

⁵ Stadium Tech Report & Verizon, Stadium Connectivity White Paper, October 2023, page 3.