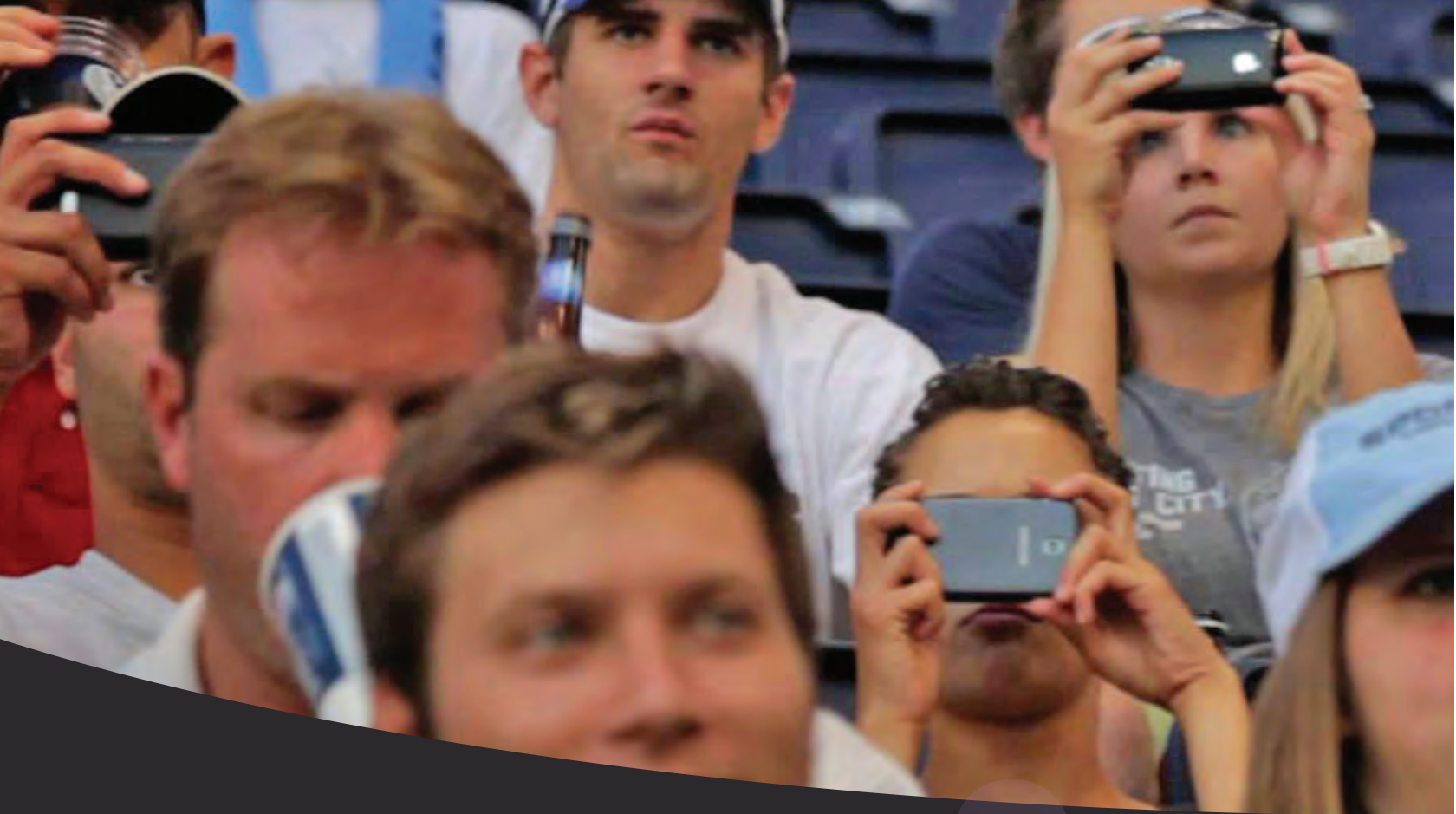




The New Fan Experience Is Here



WINS		
PLAYERS		
TEAMS		
International Series		
Juan Manuel	# 15	Goals 7
Pablo Rodriguez	# 24	Goals 3
Alexander Macarthur	# 62	Goals 1
Alex Albrecht	# 62	Goals 11
Ken Williams	# 38	Goals 2
Ivan Baskov	# 9	Goals 9



Meeting the demands of a new generation of fans

Fans go to a live event to be part of a tribal experience: to connect to the action, to connect with their favorite stars, to connect with other fans, and to be part of something bigger than themselves.



What's driving new fan expectations?

The short answer is the “consumerization” of technology. Fans have HD video, surround sound, multiple screens, and mobile devices at home, enabling them to create the viewing experience they want. Teams and stadium owners, more than ever before, are fighting this expanded home viewing experience and looking for ways to create a superior experience that incorporates all the technologies that fans demand.

Fans expect media-rich experiences

One in every three college students and young employees believes the Internet is as important as air, water, food, and shelter. More than half would rather lose their wallet or purse than lose their smartphone or mobile device.¹

By 2016, there will be more than 10 billion handheld or personal mobile-ready devices. The number of mobile devices is growing faster than the number of mobile subscribers using them. As a result, mobility is becoming a requirement, not a preference.²

Video will dominate

Between 2010 and 2015, the world's mobile data traffic will grow at 92 percent CAGR. Mobile video will represent 71 percent of all mobile data traffic by 2016, increasing 25-fold from 2011 to 2016. By that time, the number of applications available is expected to reach 2 million, with an astonishing 48 billion downloads projected worldwide.²

Passionate fans expect to stay connected

Smartphones utilizing Wi-Fi connectivity are rapidly becoming the medium of choice for Internet applications such as streaming video, news, photo sharing, social networks, and more. Applications provide a link for fans to their passions. They want to share their experiences and interact with their friends and the global fan community on Twitter, Facebook, and other social media while they're at the event, not after.



Ignite the passion

The action on the field or on the stage is what fans are most passionate about and that experience is the exclusive domain of the stadium. Ignite that passion while giving them everything they can have at home. Surpass their expectations with an even more compelling in-stadium experience.

Keep them connected

Fans come equipped with their own devices and they expect reliable mobile connectivity to communicate with friends and to view and participate in custom-created, exclusive in-venue content, such as unique camera angles, special interviews, merchandise or refreshment deal alerts, trivia contests, and fan club memberships. And now, fans demand live video streaming and they want to post and share video clips in real time, just like they do in their everyday lives.

Keep them engaged

Immerse them in the action regardless of where they are, with live, high-definition game feeds delivered to video displays throughout the stadium. Use digital displays to deliver up-to-date information such as real-time promotions for concession stands, merchandise, and upcoming events.



Capture new business opportunities

Venues around the world have achieved tremendous success by targeting delivery of high-definition event video and digital content across hundreds or thousands of displays to create that unique, customized environment for their fans, meanwhile achieving new revenue-generating opportunities.

Sponsorship and advertising

Sponsors and advertisers can tailor their messages to select audiences—from the VIP and club areas to the general concourses—providing unprecedented segmentation capabilities to deliver the right message to the right audience at the right time.

Customized and targeted promotions

Turn every event into a customized experience with branded digital content. Control and manage messages, event information, and promotions to run at any specific time on any specific screen. Build digital menu boards with items and pricing based on fan demographics or around a specific time during the event.

Improved safety

Safety and order are essential to creating a satisfying event experience for employees and guests on event days. Instantly turn your digital content into real-time directional messaging, significantly improving evacuation times, traffic management, and more.

Exclusive fan services

Mobility and connectivity solutions give fans the opportunity to participate in—and pay for—exclusive, in-stadium services such as special video channels, instant access to team stats, or memberships in e-clubs. You can even sell excess inventory for premium seats or VIP Club access with instant upgrades.



Cisco Sports and Entertainment Solutions...

At the core

Underneath it all, what makes all these experiences and opportunities possible, is a **single, sustainable, customized network** designed in partnership with world-leading sports and entertainment properties. Together, we have developed solutions that help overcome today's challenges, while providing a platform that is flexible and reliable enough to support new opportunities and fuel innovation.

Your intelligent network also helps you reduce ongoing network support costs and streamline processes by utilizing a single platform for all building management systems. It not only opens and closes your gates and monitors your lighting, sound, and temperature all at the push of a button, but it also proactively monitors building systems and energy usage to reduce operating expenses and begin creating a zero-carbon-footprint facility.

Investing in the future

Our continuous research and development investments, specialized innovation engineering, and focus on delivering the best fan experience have uniquely positioned Cisco as the only company in the world that can offer a customized technology platform for the sports and entertainment industry.



...Built for fans who refuse to be spectators

A history of innovation

Our tailored solutions have helped more than 100 stadiums worldwide transform their business—each hosting hundreds of events every year and delighting millions of fans. They're all **giving fans more reasons to come early, stay longer, and spend more.**

We can help you provide a proven impact on your fan experience and profitability, too.

Dedicated to your success

Fans will always want to connect with the action on the field or stage. But how they are connecting is changing faster than ever. Our solutions, engineering, and marketing teams fully understand these market trends and can help you seize all the opportunities.

Cisco experts not only work with you on the planning and execution of these complex environments, but also equip you to take advantage of available customized solutions to realize your full business potential. No matter how basic or sophisticated your venue is technologically—whether it needs an upgrade or to be designed and built from scratch—**our experts are here to help you transform your business.**



To learn more about the world's preferred platform for Sports and Entertainment innovation, visit us at:

Cisco Sports and Entertainment:

<http://www.cisco.com/go/sports>

Cisco Connected Stadium:

<http://www.cisco.com/go/connectedstadium>

Cisco StadiumVision:

<http://www.cisco.com/go/stadiumvision>

Cisco Connected Stadium Wi-Fi:

<http://www.cisco.com/web/go/connectedstadiumwifi>

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1. Cisco Connected World Technology Report, Cisco, 2011
2. Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, Cisco, 2011–2016



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