

INFOSYS ENTERTAINMENT EXPERIENCE PLATFORM

Smart venues.
Revolutionary
experiences.



From Ancient Arenas To Smart Stadiums

Stadiums and venues have always been centers of adrenaline-fueled excitement that comes from watching live sports and events with thousands of fans. While this was a significant part of our lives and culture, the lure of watching a live event at a stadium today is waning due to the digital and online revolution. Now, stadiums and entertainment venues struggle to compete with the ease and convenience of digital lifestyles. As advanced technologies consume a majority of fan share, stadiums suffer from shrinking endorsement and entertainment budgets.

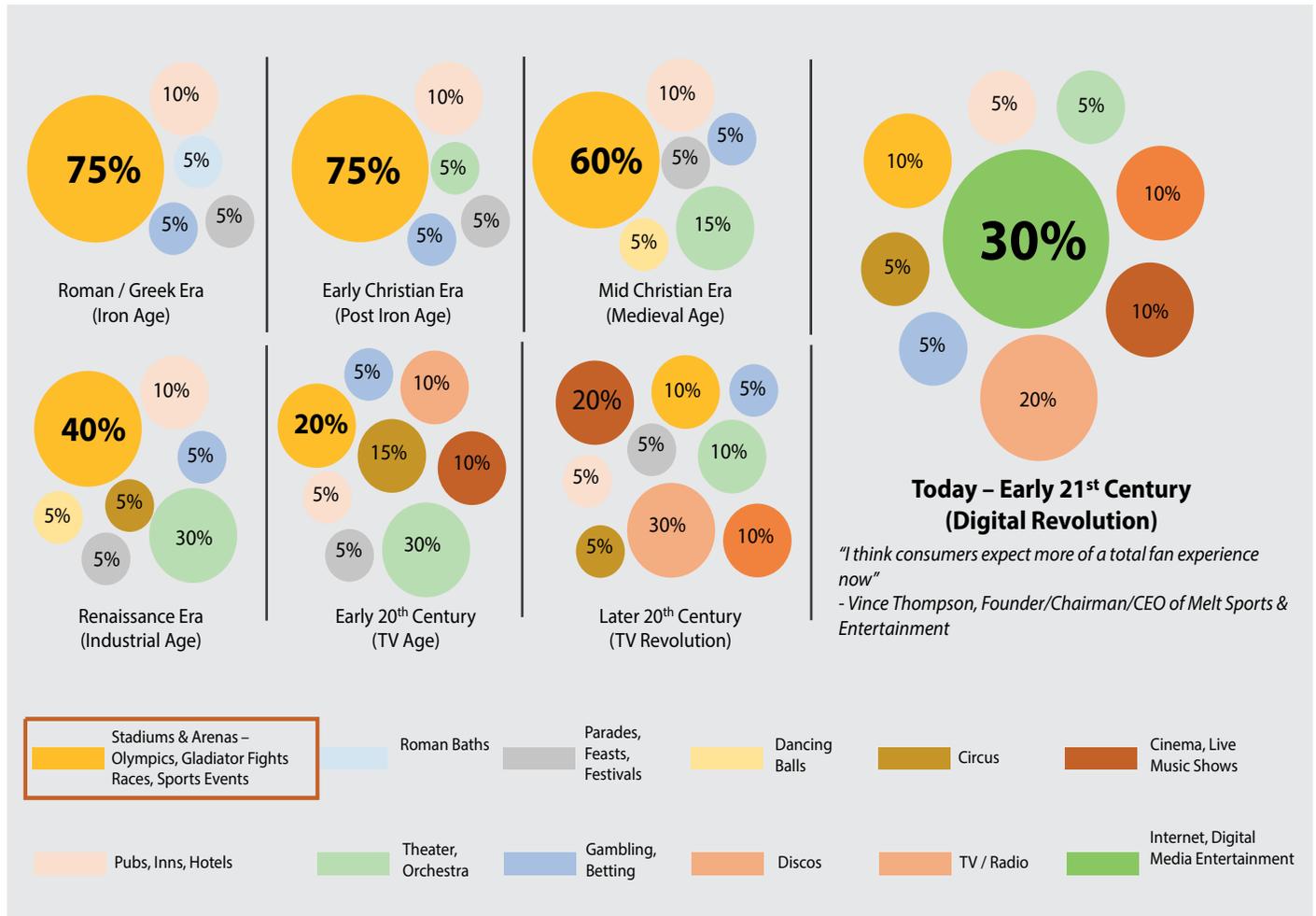


Figure 1: The historical evolution of large crowd-based entertainment preferences

However, the comfort of technology cannot offer the tribal experience exclusive to stadiums and venues. Stadiums give fans the opportunity to be part of the action and excitement, connect with their favorite stars and other fans and be a part of something bigger than themselves.

In the digital age, venues must continue offering this tribal experience in a contemporary and relevant format that encourages fans to choose live experiences over digital ones. To do this, stadiums must enable advanced online connectivity at venues along with sophisticated contextual

services, thereby merging the advantages of digital and live to create a holistic fan experience.

Key Challenges In Enabling Connected Venues

Changing fan expectations

The next-generation sports fan wants to enjoy the adrenaline rush of watching live events at a stadium. However, fans also want to share cool digital content and insightful opinions to reaffirm their allegiance to favorite teams/players. They want to be armed with stats, trivia and videos to drive discussions and debates on their online/offline social networks. They also like to be rewarded for their loyalty through free or discounted tickets and merchandise. As each fan is unique, personalizing the fan experience is critical to increasing engagement.

Need for contextualized and connected services

At the venue, digitally-powered and passionate fans want to stay connected, enjoy media-rich experiences and access social and contextual services through

their smart devices. The lack of in-venue connectivity breeds frustration, leading to attrition. It is imperative for venues to embrace technology that is cost effective and scalable to improve the fan experience and ensure customer retention.

Competing with the big-screen TV

It is significantly cheaper and easier for a fan to watch an event or a game on TV at home. This is a universal trend driven by high-definition (HD) television, high-speed internet, live streaming, live telecasts, and social media updates. A recent Cisco study reveals that 57% of fans prefer to watch live games at home. To attract these fans to venues, stadiums need innovative approaches that are extremely appealing to fans.

Always-on connectivity

Stadiums and venues can host large crowds during events. Ensuring always-on and stable connectivity to services and networks can be challenging when dealing with such a large user base.

Monetize digital investments for higher returns

Enabling digital in stadiums and venues is a costly affair. As live events are typically hosted once or twice a month, stadiums and venues must find new opportunities to monetize their digital investments, race ahead of the competition and create delightful fan experiences. They must also help advertisers/sponsors cut through the advertising clutter and run personalized campaigns for their audience.

Where Should User Engagement Begin?

"The complete fan experience starts by offering value-added services and engaging with fans ahead of the event."

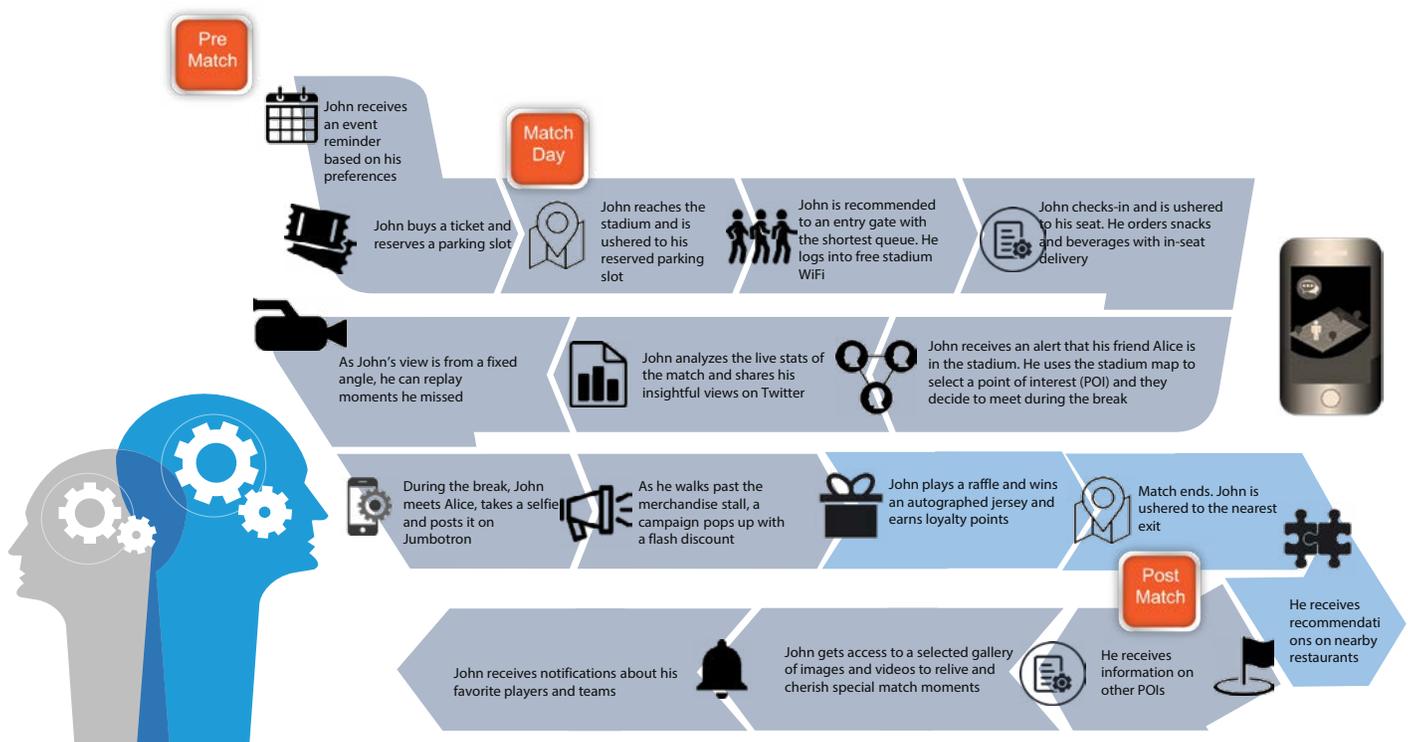


Figure 2: The revolutionary fan experience

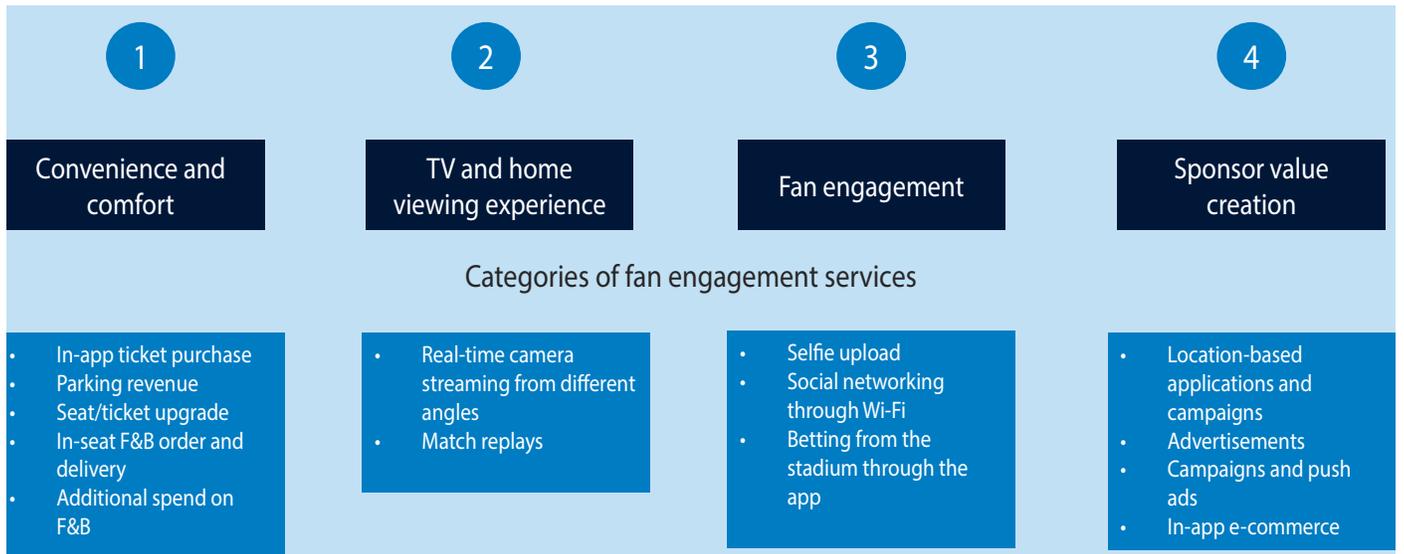


Figure 3: Services to increase fan engagement

Infosys Entertainment Experience Platform (IEEP) is the Solution

Infosys Entertainment Experience Platform (IEEP) is a next-gen comprehensive fan engagement platform that leverages

stadium infrastructure powered by high-density Wi-Fi and beacons.

IEEP offers a suite of superior services that empowers stadiums/venues to easily embrace digital and offer rich user engagement. It provides digital integration and seamlessly connected facilities. The

platform helps stadiums monetize digital strategies to amplify their infrastructure and enhance engagement across users, guests, partners, patrons, and sponsors. By creating new revenue streams for venues and partners, the platform also drives user demand for stadium facilities.

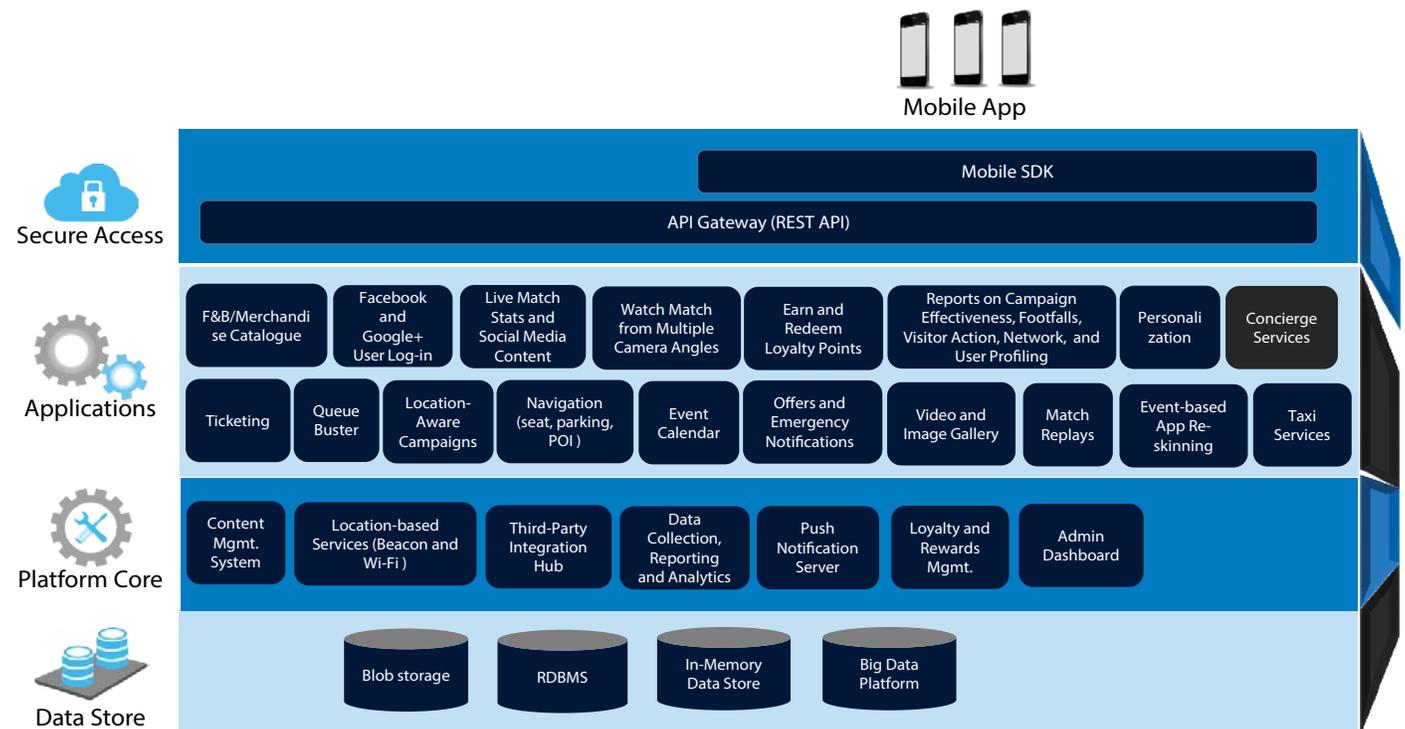


Figure 4: IEEP Architecture

Features of IEEP

The IEEP platform provides a series of intelligent services and functionalities to enhance the fan/visitor experience.

Role-based Access Control 	Mobile Application Management 	Mobile Application Re-skinning 	Queue Buster 	Third-party Integration Hub 
Tenant Management 	Content Management 	Event Scheduler 	Navigation 	Reporting 
Venue Management 	Campaign Management 	In-Venue Live Streaming 	Loyalty and Rewards Management 	User Profiling 
Point of Interest (POI) Management 	Push Notifications 	Visitor Management 	Content Aggregation 	Real-time Visitor Tracking 
Ticketing Integration 	Social Integration 	User Personalization 	Feedback 	Gamification 

Figure 5: Capabilities enabled on IEEP



It also provides analytics on visitor presence and footfall, campaign effectiveness and visitor actions.

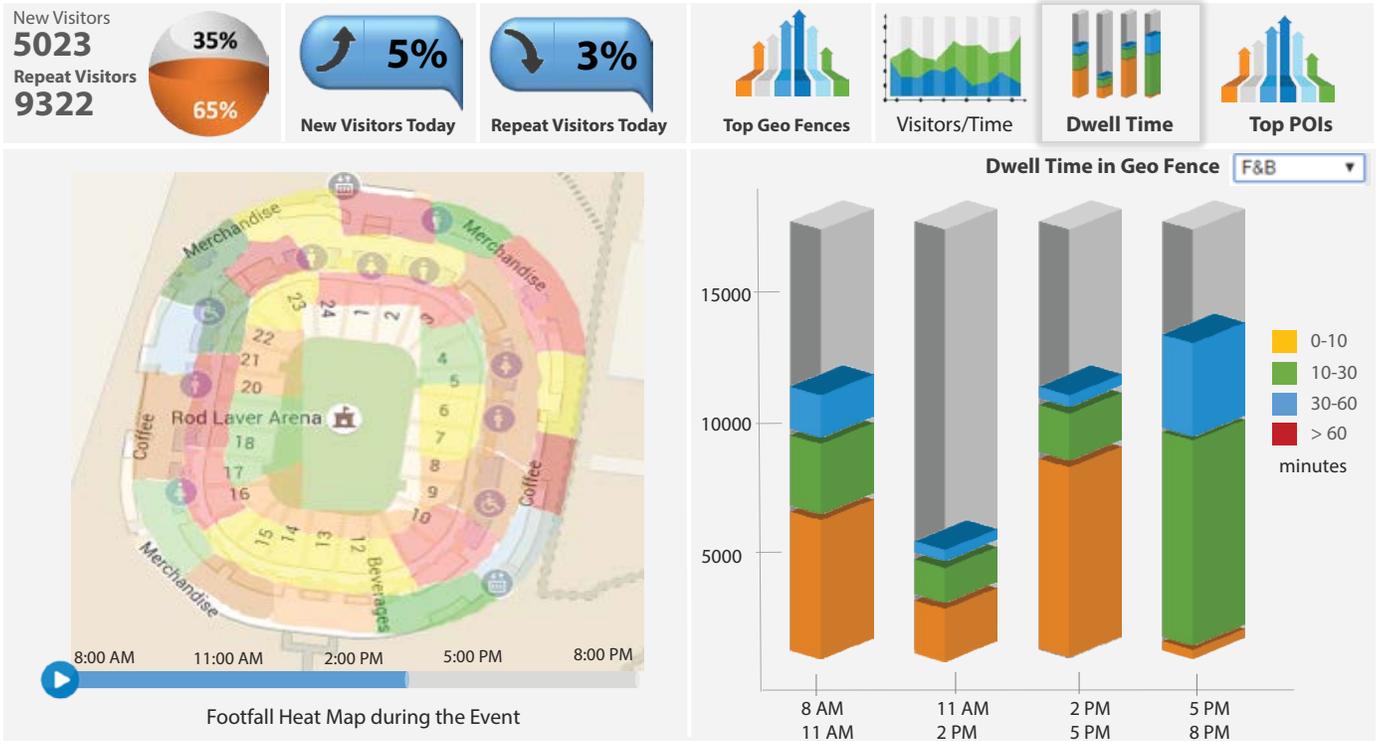


Figure 6: IEEP monitoring of visitor presence and footfall

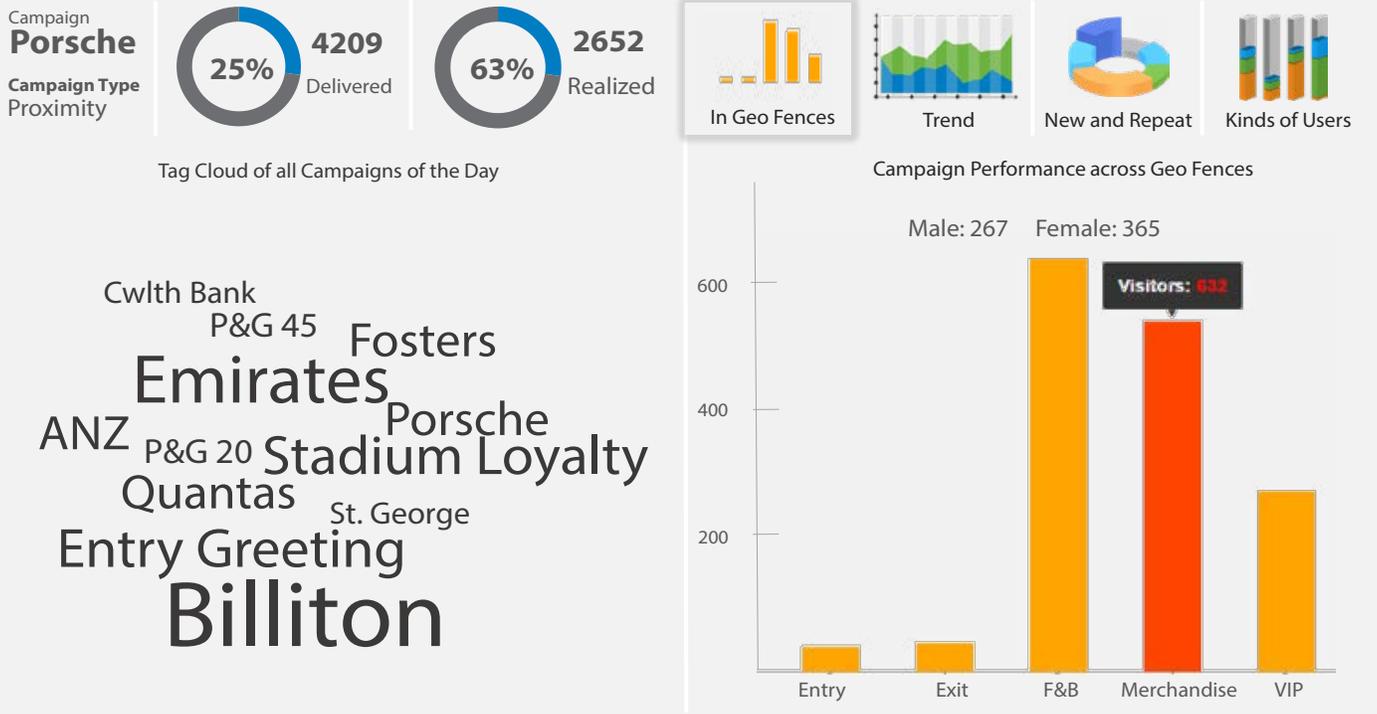


Figure 7: Insights into campaign effectiveness

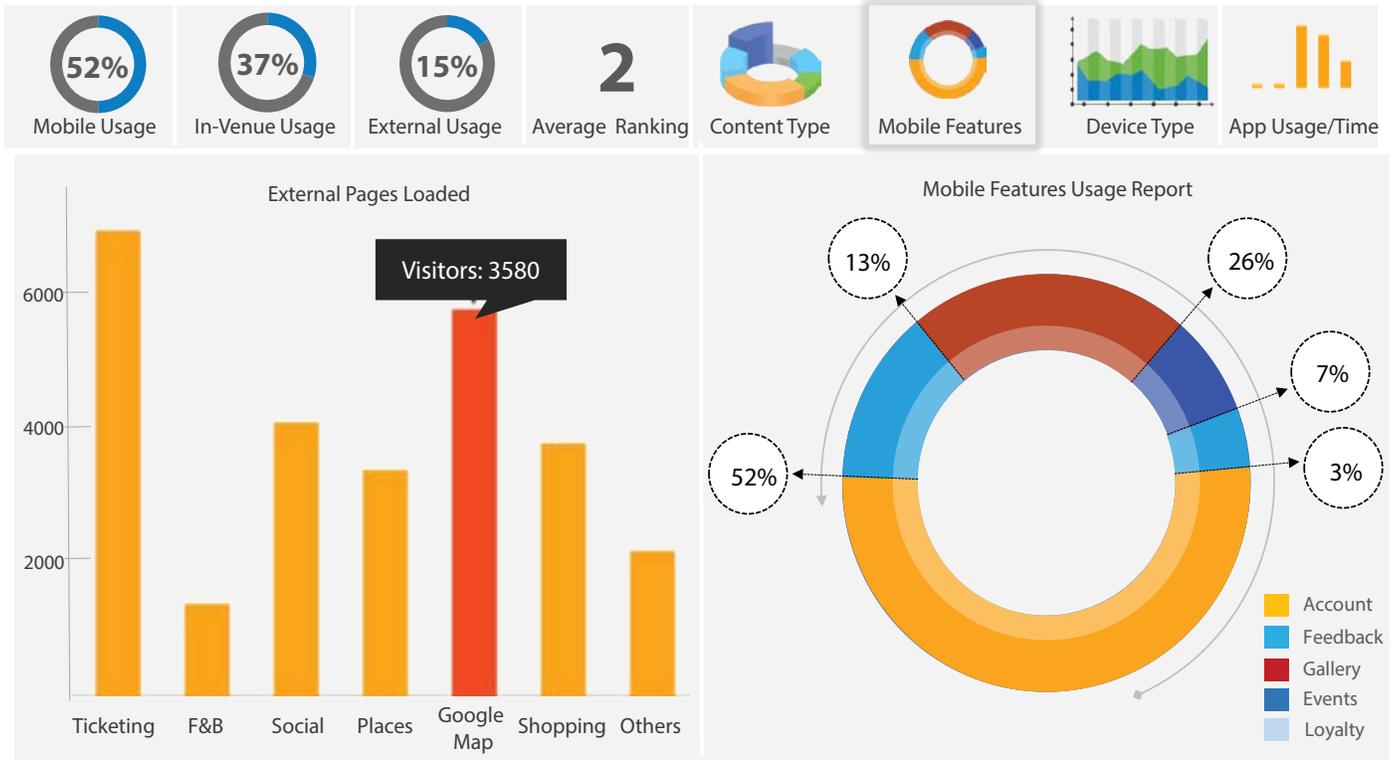


Figure 8: IEEP tracking of visitor actions

With IEEP, stadiums and venues can transform static assets into a dynamic and value-driven ecosystem. The platform allows businesses related to

all aspects of event management to collaborate and offer a complete range of services to fans. Besides increasing engagement and improving the fan

experience, IEEP helps stadiums find new revenue streams, build synergistic partnerships and stay relevant.



For more information, contact askus@infosys.com



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