Cowboys Stadium Scores Big with Fans, Sponsors, and Advertisers

Cowboys Stadium delivers the ultimate fan experience and captures revenue opportunities with Cisco Connected Sports Solutions.

EXECUTIVE SUMMARY
CHALLENGE
• Deliver new, enhanced sports and entertainment experience for fans
• Build technologically advanced stadium that supports new growth opportunities and future innovation
• Create versatile environment to attract and accommodate any type of event
SOLUTION
Cisco Connected Sports solutions, including:
• Cisco StadiumVision™
• Cisco Connected Stadium
RESULTS
• Developed stadium-wide immersive and interactive environment, with nearly 3000 high-definition video monitors
• Converted new advertising and sponsorship inventory into significant revenue increases that contributed to a return on investment in just months vs. years
• Created highly adaptable venue that has become premier fan destination for Cowboys games and other marquee events

Challenge

For 38 years, the Dallas Cowboys called Texas Stadium, with its famous hole in the roof, home. Although the stadium had been the site of legendary victories and championships on the field, the stadium's amenities and capabilities were not keeping pace with the business needs of today's professional sports teams or heightened fan expectations.

The Cowboys wanted to provide an in-venue experience for their fans that surpassed the home experience, but had little influence over the types of game video and content that could be provided. The stadium's video infrastructure supported only a single cable television feed, which significantly limited the team's choice of content.

In addition, traditional fixed advertising in Texas Stadium only offered advertisers and sponsors limited reach and frequency opportunities. Advertisers had little flexibility to change messaging or campaigns mid-season without having to completely reproduce and repost new media and signage, which was costly. Once posted, there was no way to increase or decrease the number of times that an ad would be viewed per event or to control when that ad or promotion was viewed.
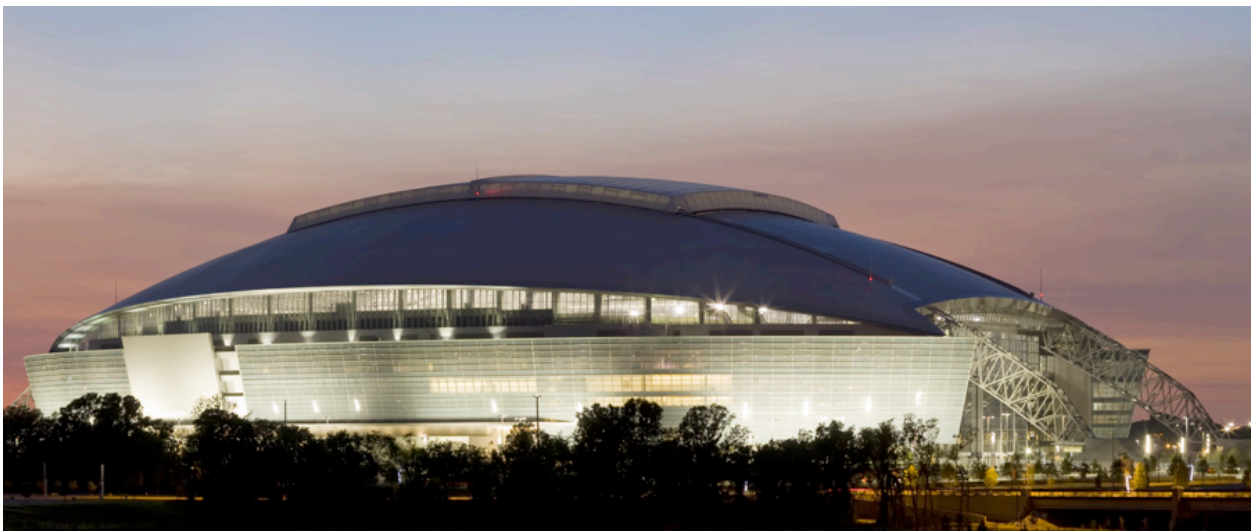
Changing signage between events was not only costly for sponsors and advertisers, the process was time-consuming, manually intensive, and costly. Although more advertising brought in more revenue, too many ads contributed to a cluttered visual environment. With static signage, re-branding capabilities for third-party events were also limited.

Hosting up to 100,000 fans per event, the new Cowboys Stadium required technology solutions that would provide a dynamic high-definition experience for fans, the flexibility needed to offer advertisers and sponsors a more relevant role in the game-day experience, and the ability to transform the venue on a daily basis.

"In building the new home of the Dallas Cowboys, we wanted to create the most technologically advanced stadium in the world," says Jerry Jones, owner and general manager, Dallas Cowboys Football Club. "To do this, we felt it was critical to team up with a company that would allow us to stay on the cutting edge with our venue for years to come. Cisco solutions are helping us use our new home to deliver the biggest and best experience in the world of sports and entertainment."

Solution

The Dallas Cowboys organization selected Cisco StadiumVision™, supported by the Cisco® Connected Stadium platform, for delivering next-generation fan experiences and unique branding and promotion opportunities. Cisco StadiumVision integrates and distributes high-definition video with digital content and interactive fan services to connect the Cowboys and the stadium with fans in entirely new ways.

Three thousand high-definition video screens surround fans almost everywhere in the stadium, and Cisco StadiumVision enables the Cowboys to control content on individual screens from a central console. The Cowboys are now delivering live, high-definition video from multiple sources, including in-house feeds and more than 50 externally acquired local and national HD channels. In addition, the Cowboys are using tickers to provide fans with

league scores and updates to create an even more immersive and unique experience.

Equally as important, the StadiumVision platform provides the Cowboys with the opportunity to offer an entirely new set of activation opportunities to advertisers and sponsors. StadiumVision provides the ultimate segmentation platform for brands to reach their target audiences and connect with fans in the venue.

The Cisco Connected Stadium solution forms the foundation of the Cowboys Stadium infrastructure. This highly scalable, secure network is designed specifically for sports and entertainment venues to bring together all forms of access, communication, entertainment, and operations onto a single innovative platform.

Results

Cisco StadiumVision is enabling the Cowboys to impress fans with unique and unforgettable experiences and realize significant advertising revenue growth, all while simplifying operations.

Delivering New Fan Experiences

Fans no longer have to worry about missing the big play when walking the concourses, standing in line for concessions or merchandise, or enjoying one of the many clubs. With 3000 screens, fans are never removed from the action or other relevant game day information such as scores, statistics, and fantasy updates.

Fans in luxury suites can be greeted by a personalized welcome with customized content for their guests. In addition to enabling these fans to select from more than 50 channels using Cisco IP touch screen phones, the Cowboys are also considering offering one-touch interactive screen capabilities for suite guests to access game information or order merchandise.

New Revenue Opportunities

Reaching attendees with the right message and frequency is now more predictable and reliable for advertisers and sponsors, enabling the Cowboys to offer a wider range of advertising and activation opportunities. For the first time, the Cowboys can target messaging and branding on each screen throughout the stadium, allowing major sponsors to "own" targeted areas, such as clubs and lounges, themed bars, and premium seating areas, including suites.

In addition, StadiumVision flexibility allows the Cowboys to expand their advertising base to offer new options to local advertisers. The increase in advertising and sponsor promotion inventory has resulted in significant revenue growth. As a result, the Cowboys have converted these gains into a return on their StadiumVision investment in months instead of years.

Having the ability to instantly update pricing and promotional images on the 550 Cisco StadiumVision-powered digital concession menu boards during the game offers additional opportunities to deliver spontaneous targeted promotions. Digital wayfinding signs also lead fans to the Cowboys Pro Shop for Cowboys-themed merchandise, helping ensure that fans are always aware of the latest team gear and further supporting Cowboy promotions.

Versatile Environment

Central control over content also greatly simplifies operations. Using Cisco StadiumVision, one staff member can power on, power off, and tune every screen in the venue from a central control panel, transforming the entire venue's look and feel with the touch of a button. Having a highly adaptable venue is attracting an unprecedented variety of events, including Super Bowl XLV, marquee college and high school football matchups, concerts, international soccer games, boxing matches, and the 2010 NBA All Star Game. With StadiumVision, the Cowboys and their partners are poised to innovate for years to come.

"We have only begun to scratch the surface of what is possible with StadiumVision," says Greg McElroy, senior vice president of sales and marketing, Dallas Cowboys Football Club. "There are literally hundreds of new opportunities for delivering sports information to fans, managing traffic flows, enhancing merchandising, and streamlining operations."

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Next Steps

The Cowboys organization has set up a demonstration area of the StadiumVision technology for advertising and sponsorship clients to view. As clients see what is possible, they are beginning to adapt more of their advertising and promotions to develop and deliver highly targeted, high-quality, engaging campaigns. The Cowboys organization also tests potential new capabilities on the demonstration system as it plans for new features.

"Working with companies like Cisco, we are able to deliver a destination experience that extends beyond a football game and really changes the way fans interact in the stadium," said Pete Walsh, head of technology, Dallas Cowboys Football Club. "Our investment in technology goes beyond what we can do today for our fans and partners. We are positioned to be able to adapt to their ever-changing needs for years to come."

For More Information

To find out more about Cisco, visit: www.cisco.com.

To find out more about Cisco StadiumVision, visit: www.cisco.com/go/sports.

To learn more about the Dallas Cowboys, visit www.dallascowboys.com.

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