Fan Engagement Walls: Bringing the Fan into the Stadium Experience

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Introduction

Avaya is setting a new bar for fan engagement. Stadiums and arenas are looking for new and exciting ways to engage their fans and event attendees. Teams, brands, and event venues must 'think bigger' to maximize their digital initiatives. Through the installation of a large-scale, interactive, digital engagement platform, Fan Engagement Walls help build fan engagement from the ground up by blending business objectives with the benefits of real-time updates and social media amplification.

To create a seamless experience across all touchpoints of the fan's journey, a Fan Engagement Wall becomes the ultimate exhibit for on-site attraction, interaction, and retention of fan satisfaction. Used by sports and entertainment facilities, Fan Engagement Walls display a variety of templates highlighting brand and / or team data, venue schedules, and the latest across the top social media channels, fostering a sense of community and loyalty.

Templates and data turn this large scale, digital interaction into a visually stunning and engaging experience providing a wide breadth of sensory experiences promoting your brand while supporting your brand champions.

Powered by Avaya's cloud technology, our Fan Engagement Wall solution is a key differentiator for stadiums of the future, creating a connected gameday experience for the modern fan.

Today's increasingly digital world challenges businesses to leverage cloud-based, mobile-led means of communication to really grab their customer's attention and hold it. The same is true for sports and entertainment venues, where fans consistently go to their 'second screens' during lulls in the action.

• 365 Days-a-Year Connection Opportunities

• 24 / 7 Brand and Team Awareness

This white paper examines the value of on-site Fan Engagement Walls and their effectiveness at driving fan's attention to a central location where they can engage with relevant and relatable content in a joyful, meaningful way.

Business Benefits and the Power of Engagement

In addition to winning… sports teams and organizations are all about making their fans happy, connected, and supported; a tailored version of customer satisfaction. So when it comes to fan engagement, seeing a smile on a fan's face is the ultimate win-win.

Old fans, new fans, and "yet-to-be" fans range from 5 to 75 years old and represent all demographics. With Fan Engagement Wall technology, you can compel your fans of all ages to become a part of the in-stadium experience. It's a great way to get families and groups together, increase their social interactions, and not only 'be present' at, but become a part of your facility's ecosystem.

Leveraging this wide range of fans that pass through the gates, sports and entertainment facilities can capitalize on their diverse interests by positioning ads, sweepstakes, surveys, and polls before, during, and after the game to increase overall awareness and monetization.

Marketing teams can align content on the Fan Engagement Wall with holidays, events, and promotional calendars. All of which can be configured at a moment's notice. The revenue driving benefits for sports and entertainment management groups are limitless with the creative thinking of marketing teams and flexibility of the templates that drive the Fan Engagement Wall.

Branding for Fan Engagement

Only Avaya allows sports and entertainment organizations to connect their fans to everyone and everything with an end-to-end, immersive mobile fan engagement environment. Avaya's cloud-powered Fan Engagement Walls are high-resolution, larger-than-life installations that plug fans into what's new, trending, and relevant.

With aggregated social feeds, brands can curate, moderate, and publish social content from leading social networks, ultimately creating a collaborative environment of real-time user generated content.

Our Fan Engagement Walls are built on an agile, scalable platform with a flexible portfolio of templates that allow sports and entertainment venues to create a custom experience within its own identity and brand standards.

Template Overview

Each template details how Avaya Stadium, located in San Jose, leverages our library of Fan Engagement Wall templates. Many templates can be built to align with your brand, team and / or business objectives.

"Our partnership with Avaya has accelerated our own digital transformation. We are now able to offer a digital fan experience, and together with Avaya, we will continue to innovate."

—Jared Shawlee,
Chief Operating Officer,
San Jose Earthquakes

INSTAGRAM Populated with rotating photos, the Instagram template creates a live queue of user images sharing special, event-centric moments.

VIDEO The Video template leverages YouTube's video platform for instant playback, highlighting curated clips and reels ensuring your fans never miss a beat.

TWITTER The Twitter template allows users to share directly from their mobile device adding to the in-stadium chatter through aggregated, pre-determined hashtags and handles.

SCHEDULES The event or game schedule timeline template is a dynamic overview of upcoming matchups, events, concerts etc., to increase overall attendance, loyalty and retention.

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Sample Templates From the Pepsi Center

Pepsi Center, located in Denver, is an "always-on' sports and entertainment venue. Pepsi Center has over 12 templates that can run at any given time, and facilitators can quickly and easily switch templates through the cloud software when needed.

INSTAGRAM TEMPLATE

VIDEO TEMPLATE

GAME SCHEDULE TEMPLATE

In the Cloud

The cloud is where the real power of the Fan Engagement Wall stems from. It aggregates multiple feeds, stores the data, processes algorithms, and allows facility owners to publish their desired feeds. The entire process takes about 30-60 seconds.

The Content Management System (CMS) allows users to customize and manage the Fan Engagement Wall in real-time. A sophisticated, permissions-based architecture allows for multiple entitlement levels so CMS users and facilitators may collaborate in a customized, managed workflow.

- Feeds

- Cloud Software

- Venue Facilator

"There is a wide variety of templates available for each sports team and entertainment venue. All of which can be customized to match your team's band."

—Leon Papkoff,
Fan Engagement Solutions

Venue facilitators allocate the following permissions to CMS users where based on permissions and entitlements they can make changes and adjustments as needed to help operate the Fan Engagement Wall.

Dashboard Manager

- Users have access to the various sections of the CMS for adjusting and customizing fan engagement wall content and scheduling (see below)

- Available options are contextual to the user's permission level

Admin Manager

Access to the Admin Manager offers the following:

- **Entitlement:** Admin managers are able to edit user accounts and set permission levels for multiple collaborators, including Super Admins, Client Admins, Venue Admins, and Venue Authors

Content Manager

Access to the Content Manager offers the following:

- **Calendar Manager:** Ability to manage calendar templates to display upcoming events at various venues

- **Video Manager:** Ability to create multiple YouTube-based video channels that can be assigned to templates for display of rich content

- **Feed Manager:** Ability to manage social media feeds streaming through the Fan Engagement Wall in real-time:

  — Twitter feeds based on multiple hashtags and / or handles

  — Instagram feeds based on multiple hashtags and / or handles

  — Multiple "buckets" (Inbox, Approved, Declined, Blocked, Hold) allow users to efficiently manage and push posts to the wall

Screens Manager

Access to the Screens Manager offers the following:

- **Display Manager:** Ability to centrally manage multiple Fan Engagement Walls / screens across the same venue

- **Playlist Manager:** Ability to create template queues that can be scheduled immediately or ahead of time, for a custom succession of content on the Fan Engagement Wall

- **Template Manager:** Ability to manage template data in a centralized area where users can add or remove various templates that display different types of content for the Fan Engagement Wall

"We're excited to see forward thinking franchises like the Earthquakes use our technology and expertise to create engaging in-game experiences for their loyal supporters."

—Mercer Rowe, Senior Vice President and General Manager Cloud Services, Avaya

Built as a True SaaS Model, The Platform is a Multi-Tenant Approach for Scaling Multiple Stadiums and Facilities.

Scalable Architecture

Utilizing the MEAN stack and the power of the cloud, the Fan Engagement Wall is truly scalable for multiple facilities and multiple venues. Built as a true SaaS model, the platform is a multi-tenant approach for scaling multiple stadiums and facilities. Pulling thousands of mentions per minute and storing the data in the cloud, facility owners have the power to hand-pick the best social posts to project on the Fan Engagement Wall templates. Processes can trigger automatic posts and others are moderated.

MEAN stands for: MongoDB, Express, AngularJS and Node.js. All working together gives us a the full solution that powers the Fan Engagement Wall.

The following chart outlines the basic architecture of the Fan Engagement Wall. Note that multiple fan engagements walls can plug directly into the cloud via direct internet connection with a minimum requirement of 10mbs per wall.

SERVER

FEEDS
Social Media Stats
Scores
News
3rd Party Feeds

CLOUD SOFTWARE CONTENT MANAGEMENT

Feed Inbox
Organize
Templates Manage
Feeds Metrics
Prosperity
Algorithms

VENUE FACILITATOR
Remote Secure Access
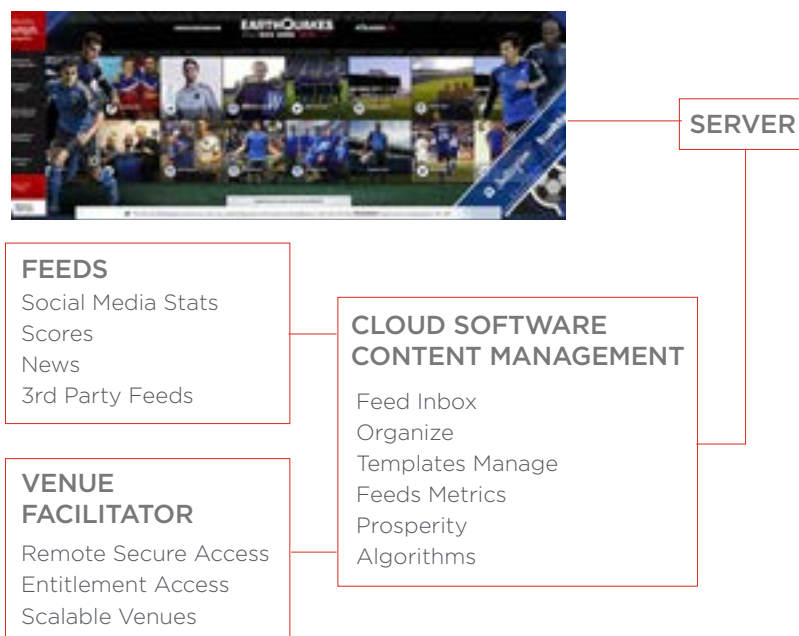Entitlement Access
Scalable Venues

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

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