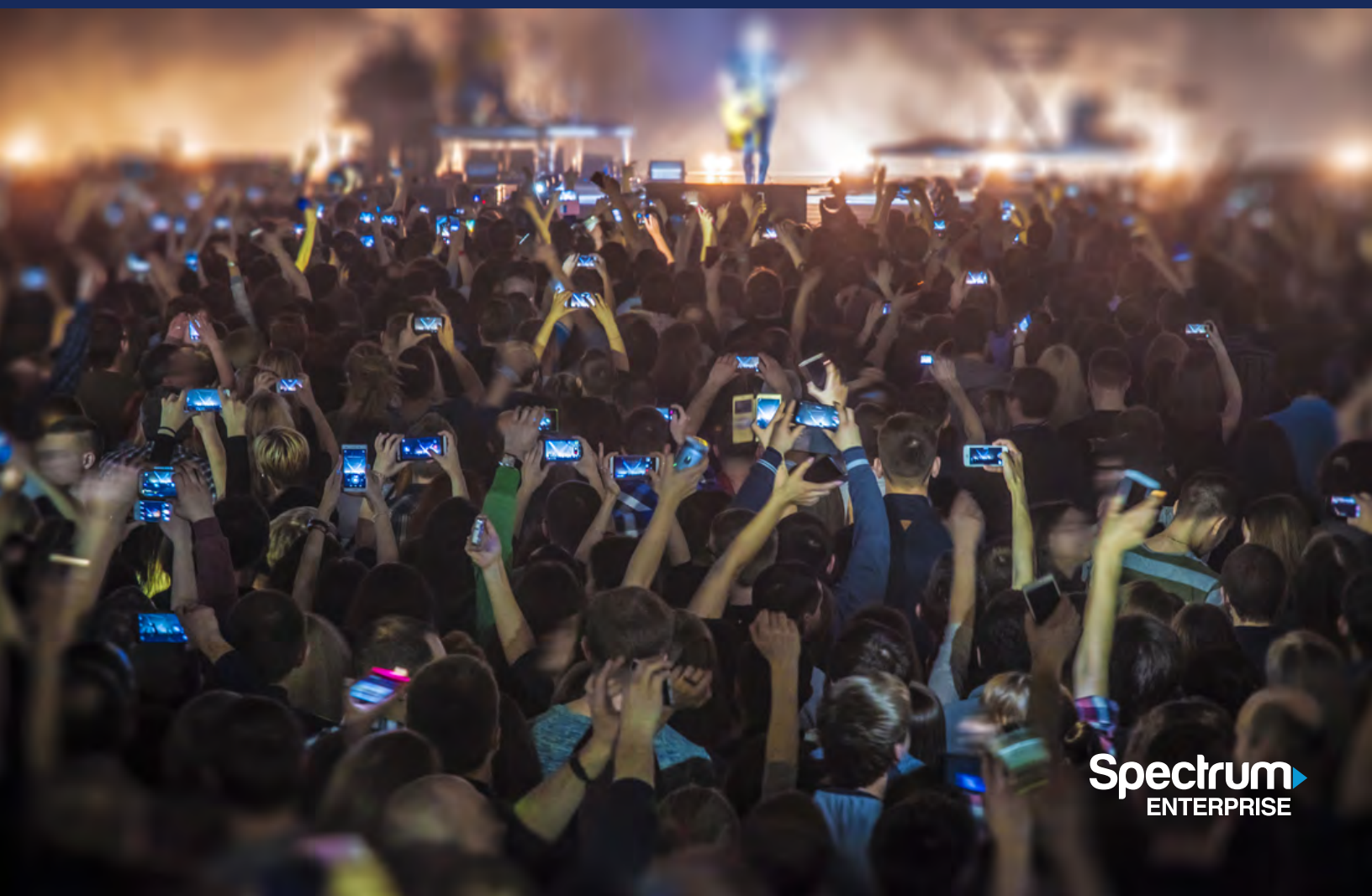
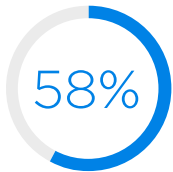


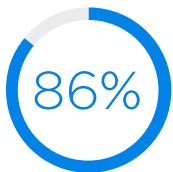
Grow your live event business and lift profits with the right technology



The pandemic put the live sports and entertainment industries on hold. According to Forbes, revenue losses for U.S. sports leagues have hit more than \$14.1 billion.¹ And the global concert industry lost more than \$30 billion in 2020.²



of Americans aiming to attend a live sporting event by the end of 2021.⁴



of sports industry leaders believe that live sports viewing will become significantly richer, immersive and interactive in the future.⁶

The good news is we're starting to navigate the road back, with 58 percent of Americans aiming to attend a live sporting event by the end of 2021.³ However, as a result of COVID-19, U.S. consumers have adopted new habits and expectations. They've become increasingly reliant on contactless tech and their personal devices for work, socialization and most basic activities. And these same new expectations are spilling over into the arena of live events as well.

Today's fans expect stadiums, arenas and large and even intimate event venues to provide an experience that is more immersive, connected and social, while at the same time, safer. Even as more and more Americans get vaccinated, people will remain conscientious about spreading germs. The future of live events relies heavily on venues implementing self-service technology that minimizes face-to-face contact yet drives greater engagement through customized experiences. Eighty-six percent of sports industry leaders believe that live sports viewing will become significantly richer, immersive and interactive in the future.⁵

The key to successfully operating in this post-pandemic landscape lies in using specific innovative solutions and having the right IT infrastructure to support it.

The new face of live events and technology

Entertainment venues looking to capitalize on business must have the right IT infrastructure to handle the growing technology needs for events. Let's take a closer look at the changes to expect.

Increased use of apps

From grocery shopping to virtual cocktail hours, people increased their use of digital tech in response to the pandemic. In fact, mobile app usage surged 40 percent, and the average person now spends 4 hours and 20 minutes each day on their smartphones.⁷

When it comes to live events, apps can reduce wait times, support social distancing practices and minimize personal contact. The difference apps can make for fans starts from the moment they approach the venue, with smart parking apps identifying open spaces and allowing them to avoid long entry lines. Wayfinding apps help fans locate their seats, concession stands, merchandise shops and restrooms without requiring physical interactions with staff. And 62 percent of event attendees said that a virtual queuing system — allowing fans to stagger venue entry and exit times — would make them more comfortable attending a live game.⁸

Mobile ticketing systems gain ground

One of the more significant changes fans will expect is a move to ticketless entry systems. Sports stadiums and event venues must bid farewell to the increasingly outdated system of issuing paper tickets and say hello to mobile ticketing.

Even before the pandemic, mobile tickets for sports was anticipated to grow 64 percent by 2023.⁹ And now, post pandemic, the event sector is leading the way in mobile ticketing, with an expected compound annual growth rate of 17 percent through 2030.¹⁰ Fans will buy their tickets online and use ticket codes accessible from their personal devices. This contactless system allows people to enter a venue, scan the code and walk through the gate without dealing with shared touchpoints, mitigating any potential for viral spread between spectators and staff.



Mobile ordering for concessions win more fans

When deciding whether or not to attend a live sports event, 52 percent of fans stated that long concession lines would impact their decision to return, and 71 percent said that measures that ensure social distancing would make them feel more comfortable.¹¹ In-seat ordering was once considered a luxury option, but now venue operators must consider adopting mobile commerce solutions to handle food and drink orders.

M-commerce supports social distancing because fans no longer need to wait in crowded lines, instead ordering their concession purchases while still in their seats. They'll receive a notification when their order is ready, allowing venue managers to control how many people are at the concession stand at any given time — and benefitting fans in that they miss less of the game action or live performance.

To ensure fans feel safe attending live events, and to deliver the interactive experience they expect, you need the right technology solutions in place. And to support those solutions, you need a powerful and reliable underlying network and ubiquitous, high-speed WiFi.

Contactless payment solutions become the norm

In addition to ordering food and beverages, fans will also expect to be able to pay for those purchases — and merchandise — through their personal devices. During the pandemic, the move to contactless payments via mobile devices saw steady growth as a safer and more convenient way to shop, with many consumers saying they'll continue using contactless payments even after the pandemic is over.¹²

Today, 56 percent of fans stated they'd feel more comfortable attending a live sporting event if the team's stadium implemented contactless payment options.¹³ And that percentage increases significantly among younger fans between the ages of 18 and 24 years old.¹⁴

With a few taps of the screen, fans can make payments through credit card information stored in the digital wallet on their smartphones. In addition to the health safety benefit, people also appreciate that contactless payments are faster, more convenient and offer a better customer experience.¹⁵

More customized viewing experience

One of the more advanced changes in live event technology is the ability for venues to deliver personalized real-time content to fans wherever they're watching the game. By leveraging artificial intelligence (AI), machine learning (ML) and cameras, stadiums can customize content from a live event based on a fan's personal preferences, such as allowing them to watch an action-packed game from different spots around the stadium, track a favorite player or see replays from multiple angles — all streamed directly to their mobile device.

Excited fans will even be able to upload their reactions and #truefan photos to social media platforms where stadiums can then access and display those posts and pics on media screens during the event.

Spectrum Enterprise is the right IT partner to help you win more event business

Technology is redefining how people enjoy a day out at the sports arena or an evening at a concert or the theatre. Mobile ticketing, cashless payments and online concession ordering are becoming the new norm. Spectrum Enterprise can partner with you to deliver a platform that helps support all the new stadium technology trends as well as all the devices that are now connecting to your internet.

Our [Fiber Internet Access](#) delivers dedicated, high-performance connections for fans, with fast, symmetrical internet service up to 100 Gbps. You will be able to quickly and easily scale bandwidth based on demand. Plus, the reliable connectivity of fiber delivers the faster connection speeds and optimized performance that guests expect.

Our end-to-end [Managed WiFi](#) service means that we not only custom design and implement your entire infrastructure, but handle all aspects of daily network management for you as well. This includes event attendee access to a toll-free support number to resolve connectivity issues. This lets you turn your focus to getting more fans into seats and elevating the customer experience.

And event fans aren't the only winners when your venue is connected with reliable WiFi. Your front- and back-of house staff benefit as well. Using connected devices and sensors, managers can easily monitor inventory and control facility systems. Retail and concession workers can serve fans more efficiently, with connected point-of-sale systems automatically triggering food preparation the moment an order is placed. And guest relations staff can put together more effective promotions using actionable data and analytics gleaned from social media posts and loyalty applications.

Our fiber infrastructure delivers high-quality connectivity everywhere that your event attendees and staff need it. And our [Managed Security Service](#) ensures your network remains protected against cyberattacks. We help eliminate risks and threats with network protection delivered through a broad firewall and security solution including unified threat management (UTM) features, intrusion protection, URL and content filtering and proactive 24/7/365 monitoring.

The need for human connection still exists, and the future of live sports and entertainment grows brighter by the day. By combining gig-speed network connectivity, with the right technology solutions, you'll ensure a winning experience with fans both now and in the future.

[Learn more](#)

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About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions. Spectrum Enterprise's industry-leading team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. More information about Spectrum Enterprise can be found at enterprise.spectrum.com.

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