

DIGITAL SIGNAGE AND IPTV TECHNOLOGY DRIVES FAN ENGAGEMENT, IMPROVED EXPERIENCE AND BRINGS RETURN ON INVESTMENT IN 3 MONTHS

Part of the group of clubs owned by Tan Sri Vincent Tan, Wales' Capital club, Cardiff City FC is a team with a fine heritage, modern stadium, loyal fan base and Premier League experience.

With a hugely ambitious management team and board of directors, Cardiff City has invested in its facilities and its fan experience in an attempt to ensure they match the club's goals - both now and as they look to the future.

As part of their ongoing commitment to supporters, Cardiff City decided to look at ways of enhancing the match day experience, improving fan engagement and generating revenue through use of technology, including existing in-stadium TVs.

PROVEN PARTNERS APPOINTED

Having established a digital charter for the club, Cardiff City looked at methods and technologies at a number of other clubs to ensure the adoption of best-of-breed solutions and practices.

Head of TV & Video Services, Jamie De Cruz commented: "We visited a number of clubs around the country and were impressed by the digital signage and IPTV we saw at places like the Etihad Stadium, Stamford Bridge and New York Stadium. As such, we decided to engage with their technology partner, Tripleplay."

Working alongside Cardiff City's Stadium tenants and partners, Ricoh, Tripleplay designed a solution that could fit the budgets of the club and match the experience fans at world-renowned clubs like Chelsea and Manchester City have.

Delivering content to over 150 screens around the stadium, the Tripleplay platform has proven invaluable in displaying



advertising, information, entertainment and communications to supporters, while its flexibility has allowed Cardiff City to add new facilities and features around the stadium quickly and effectively.

"As well as delivering content to TVs in reception areas, corporate boxes and hospitality suites, we have been able to create nine fan zones around the stadium concourses," Jamie continued. "There, we stream in-house content and live match footage through large projectors and arrange special events for fans to take part in."

The Club's Fan Engagement Manager, Amy McNiven, sees the fan zones in particular as a vital match day resource.

She reflected: "Through Tripleplay and our fan zones we have been able to better engage with our supporters, providing them with a focal point on match day to spend time with friends before a game, at half time and after the match.

"The in-house content we deliver gives them added value, shows we're going beyond expectation to improve their experience and also allows them to make the most of their time while they are with us at Cardiff City Stadium."

Part of the appeal of the Tripleplay solution for Cardiff City was its simplicity - in conjunction with the fact it can work alongside the Club's existing stadium technology.

"WE'VE BEEN DELIGHTED WITH TRIPLEPLAY AND WITH THE PARTNERSHIP THEY HAVE OFFERED US, ALONGSIDE OUR COLLEAGUES AT RICOH, AND LOOK FORWARD TO EXPANDING THE SYSTEM AND ENHANCING OUR OFFERING EVEN MORE IN THE FUTURE,"

JAMIE DE CRUZ, HEAD OF TV & VIDEO SERVICES,
CARDIFF CITY FC

3 MONTHS TO ACHIEVE ROI, GROWING FAN NUMBERS AND 'FOOTBALL FAMILY'



Jamie De Cruz added: "The Tripleplay solution requires very little management on a match day; it is very reliable and allows us to focus on our core tasks and responsibilities."

"Through it we can deliver our Statzone content, in-house Cardiff City TV productions, live match streams and sponsor messages."

RETURN ON INVESTMENT ACHIEVED

In addition to improving the fan experience, the Tripleplay platform has allowed Cardiff City to generate additional revenue streams and achieve a return on investment in a very short time frame.

Cardiff City FC Executive Director & Chief Executive Officer, Ken Choo, has been delighted with the impact of the Tripleplay technology.

He commented: "By partnering with Tripleplay we knew we had tried, tested and trusted technology and have not been let down."

"We achieved a return on investment within three months, allowing us to create a new revenue stream for the seasons ahead and to focus more on the fan experience and in engaging our supporters."



Having a high quality IPTV and Digital Signage solution has also helped Cardiff City schedule post-match events at their Stadium.

As such, they are able to entice fans into staying behind after a game to watch televised live sports events, thus maximising the revenue generation opportunity a match day can offer.

Whilst delivering content to 150 screens in their stadium, Cardiff City also uses the technology at its four 'House of Sport' complexes, its first team training centre, Academy base and Foundation, representing a club-wide implementation and solution that benefits all members of its staff.

In summary, Jamie De Cruz reflected: "We and our colleagues at Ricoh have been delighted with Tripleplay and the partnership we have with them. We look forward to expanding the system and further enhancing our offering in the future."

Cardiff City FC's Digital Signage and IPTV solution uses Tripleplay software - delivered around the stadium to Sony TVs via Amino Set Top Boxes from a HP ML350 Serve - and in 'fan zones' to Ricoh Projectors via Amino Set Top Boxes. Integration was completed by Ricoh Wales in partnership with Clear VC.



AT A GLANCE

KEY CHALLENGES

Cardiff City FC wanted to enhance its match day experience, improve fan engagement and generate revenue through the use of technology including its existing in-stadium TVs. The Club had invested heavily in its facilities and the fan experience so as to match its current ambitions and in order to best pursue future goals.

THE SOLUTION

Cardiff City wanted a solution to match the fan experience offered at clubs such as Chelsea and Manchester City. Tripleplay now delivers content to over 150 screens across Cardiff City Stadium and its associated training centres, including reception areas, corporate boxes and hospitality suites. Nine fan zone areas have also been created at the Stadium, which stream in-house content and live match footage.

THE BENEFITS

The Tripleplay platform has proven invaluable in delivering advertising, information, entertainment and communications to supporters, whilst bringing a return on investment within three months. The solution is scalable and future proofed, which will benefit Cardiff City as they look to expand their system in the future.

TRIPLEPLAY PRODUCTS

TripleTV IPTV, TripleSign Digital Signage, TripleCMS Content Management System

IN PARTNERSHIP WITH

RICOH

amino

CLEARVC
visual communication specialists

Hewlett Packard
Enterprise

OEM

Servers