

AEG Takes the Fan Experience to the Next Level

Entertainment presenter gains insight to deliver an immersive and customized fan experience



AEG

Industry

Sports & Entertainment

Location

Global

Headquarters

Los Angeles, California

Challenges

- Deliver a superior experience to fans
- Gain insight into fan preferences and behavior
- Generate new revenue at event sites

Solutions

- Cisco Connected Sports and Entertainment Solutions enable rich services
- Cisco Vision delivers targeted dynamic signage and video experiences that transform the venue
- Cisco Wireless Solutions power mobile connectivity and engagement

Results

- Rich wireless experiences delight fans
- Increased customer reach and engagement drives sponsorship activations and revenue growth
- Cisco high density Wi-Fi and analytics technologies build insight



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David Jones

Senior Vice President of IT, AEG Europe

Reimagining Entertainment

As a global leader in presenting live music and sports events, The Anschutz Entertainment Group (AEG) takes their entertainment seriously. The company owns and operates a network of more than 100 arenas, stadiums and clubs in countries on four continents. The organization also includes AEG Presents, which produces music tours, festivals and special events.

“At AEG, our mission is to create a truly immersive experience for our fans where they don’t think for a second they could have gotten this same experience at home,” says David Jones, Senior Vice President of IT, AEG Europe.

Technology is key to delivering this superior experience, and it’s pervasive across the company’s venues, in Wi-Fi, dynamic digital signage, broadcast systems, and other event support technology.

“We use technology to not only give the customer a great experience, but to understand more about his or her needs and preferences,” says Paul Samuels, Executive Vice President of Global Partnerships at AEG. “We also use digital technology to help generate revenue. And we use it within our venues to help support our partner relationships.”

With so much depending on technology, the network is the foundation for many of AEG’s most critical business processes. “If your Wi-Fi goes down for even one single event, a significant amount of revenue will be lost,” says Jones. “Your venue’s technological foundation is not an

area where you can compromise.”

The company required a digital network infrastructure that could support its advanced interaction with fans, gain better insight into its use, and be reliable and secure—because every aspect of each event relies on it.

Gaining Real-Time Insight from Every Guest, Everywhere

AEG understood that the digital experience was imperative to its success, and needed to work with a partner that could provide reliability, scalability, and the expertise that comes with years of experience in the field. AEG chose Cisco.

“On top of being a leader in the industry, one of the big benefits for me is that we can buy everything we need from one company” says Jones. “If you look at the alternatives in this space, often you buy the network from one company, the Wi-Fi from another, and the digital signage from yet another—and then you have to make all of this hardware work with each other.”

Cisco Connected Sports and Entertainment Solutions are the foundation of AEG’s network solutions. This rich technology platform enables AEG to meet the specific requirements of each location and event. Using an end-to-end solution approach, the firm employs Cisco solutions for the core Connected Stadium network, Cisco Vision for dynamic signage and IPTV, and high-density Wi-Fi technology. Together, the solutions deliver a powerful, engaging digital experience for fans and platform for growth for AEG and its partners.

Better Insight for Better Engagement

Technology is a great way for businesses to capture detailed information about customers. But at a stadium or arena, since one person may buy tickets for several people, it’s not always easy to get the complete

demographic picture. That makes it harder to provide a unique experience at the event, or target customers afterward.



With Cisco Wi-Fi and related analytics technology, AEG can capture relevant information on more people as they sign up for in-stadium wireless services.

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With more dynamic digital advertising solutions delivered by Cisco Vision, and richer data about audiences, AEG can also sell advertising more effectively and in a more targeted way. This also enables them to customize the venue to meet the unique needs of each event and its audience.

“The size of the audience we have coming through our venues means one size does not fit all, so partners can now target their communications based on customer insights and promote it using a variety of platforms, whether through emails, our app, or the venue’s point-of-sale,” says Jones.

For example, The O2 arena recently added some Nestlé products to the Cisco Vision powered screens. Early results suggest that the sponsor will see a 7–12% up lift on these products resulting from digital engagement.

A Platform for the Future

AEG first installed its Cisco network in 2007,

and is continuing to build on this core network to support its new initiatives across multiple properties in their portfolio. It looks forward to continuing to enhance every fan experience with new innovation for years to come.

“Now that we have a solid digital foundation in our stadiums and arenas, we’ve changed the landscape of the fan experiences that we can create,” says Samuels. “We’re showing fans products that are more relevant to their interests, creating better selfie-moments during events, and providing them with the reliable Wi-Fi that they’ve come to expect. But we’re also empowering our partners and sponsors with more actionable metrics about the attendees, so they can see more value out of every event.”

Learn more

Cisco Sports & Entertainment Solutions deliver more connected, immersive and mobile event-day experiences.

Read more:

<https://www.cisco.com/go/sports>

Products & Solutions

- [Connected Stadium](#)
- [Connected Stadium Wi-Fi](#)
- [Connected Mobile Experiences \(CMX\)](#)
- [Cisco Vision for Sports and Entertainment](#)