

# Build a smart sports ecosystem with IoT



**Amp up the excitement by raising the bar for your sports venue. Advance to the next level with an informative and adaptive smart ecosystem.**

The business of sports entertainment is being disrupted by new technologies, connectivity, and content impacting fans preferences and expectations, venue operations, the game, and even the players on the field. Managing this disruption is critical to every facet of a team's success. As valuations rise, owners and leagues need a strategic partner who understands how the sports business works and how to unlock new insights to inform decisions that turn disruption into a competitive advantage.

The Internet of Things (IoT) is a game changer for the industry. IoT is the path to engaging fans in new ways, elevating experiences inside and outside the venue, unlocking operational efficiencies and tapping into a new world of fan data that can improve ticketing and sponsorship sales. To meet the growing and specific needs of sports, AT&T IoT Professional Services is collaborating with Threaded, a global sports strategy and consulting firm. Together, we ensure the sports industry has access to the full potential of all that AT&T has to offer.

## Key benefits of IoT

- Increase revenue opportunities any enhancing the fan experience and creating new sponsorship inventory
- Optimize venue operational efficiencies
- Strategically partner with cities and municipalities



**66 TB**

Total wireless traffic  
inside and outside  
of Super Bowl 52

## A robust game plan for IoT

Sports venues are small cities. As teams invest in adjacent real estate, the line between venue, district and municipality are blurring. To help assess and capitalize on that evolution, AT&T IoT Professional Services offers a team of sports industry veterans and technology advisors focused on serving the unique business needs of sports.



### Smart venue consulting

It takes more than sensors and cameras to call a venue smart. Our team will partner with you to identify your specific business needs. We then customize an IoT strategy to meet these needs by driving new revenue through enhancing the fan experience, discovering efficiencies in venue operations and guiding public-private partnerships with surrounding municipalities. Our diverse IoT expertise covers sports, healthcare, hospitality, retail, supply chain, connected car, asset management, finance, and energy, giving you one resource across the entire sports ecosystem.



### Data consulting

At the center of a robust IoT strategy is your data. Our data advisors focus on making data useful through exclusive data partnerships that aid in interpreting and forming actionable insights. This Adaptive Instinctual Data Ecosystem (AIDE) is unlike traditional segmentation models that focus on demographics and psychographics. This additional dimension recognizes a new layering in a fan's profile and identifies their instinctual orientation while building predictive models for their biases. Through our data model, we optimize your IoT smart sports ecosystem, making it adaptive to the changing needs of your fans and venue.



### Security consulting

As IoT grows in sports, securing this IoT smart sports ecosystem becomes imperative. Beyond lost or stolen data and compliance issues, organizations must contend with a constant barrage of threats which puts their intellectual property, customer privacy, and reputation at risk. Our unique value proposition includes a holistic approach to organize and optimize the security initiatives across your business.



### Innovation consulting

Smart Venues are also live test environments for emerging technologies. Our proven methodology, experience, and turnkey innovation platform can make sustainable innovation accessible and a part of your business. Our network of innovation advisors can support your in-house resources or augment leadership and staffing gaps. By working with us, you gain access to the collective best-practices, insights and technologies gathered from across the vast AT&T sports portfolio.

To learn more about AT&T Internet of Things, visit [www.att.com/iotproservices](http://www.att.com/iotproservices).