STADIUM
TECH REPORT

Stadium Connectivity Outlook Survey

Results and Analysis

October 2022

Presented by: Stadium Tech Report & verizon

RESEARCH OVERVIEW

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Stadium Tech Report conducted the 2022 Stadium Connectivity Outlook survey in a partnership with Verizon. The research was conducted to find out the "state of the stadium" marketplace as it pertains to issues around venue connectivity, with a specific focus on challenges facing venues as they prepare for a post-pandemic world, including:

- What are their investment priorities in connectivity technology
- What fan experience pain points can connectivity technology help solve
- How will connectivity investments and strategy benefit the business bottom line
- How will venues solve for necessary security measures in a more-connected world

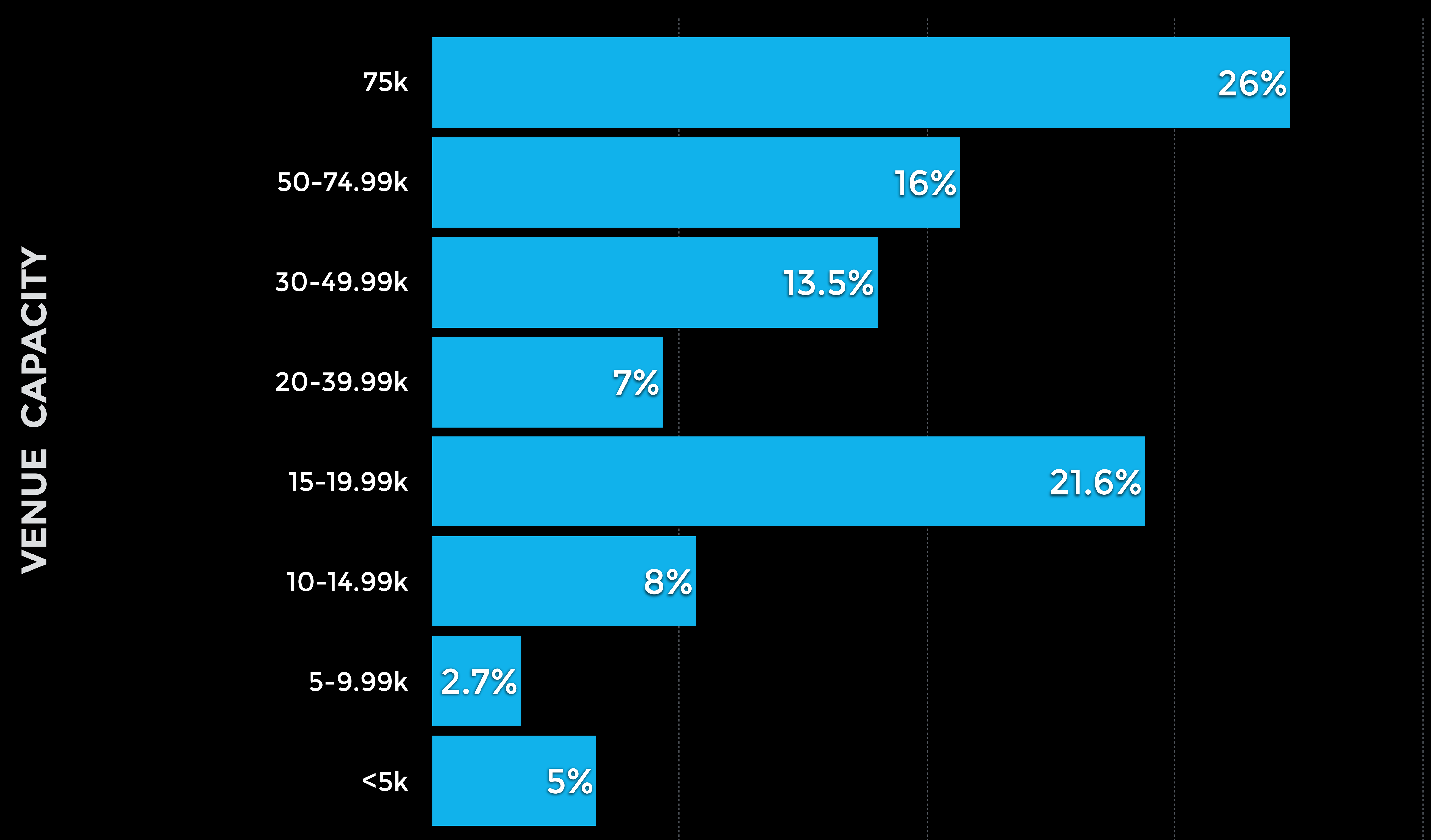
METHODOLOGY

- The survey was conducted online by Stadium Tech Report during August and September, 2022, targeting our reader audience of stadium technology professionals. This includes professionals working directly for teams, schools and venues, as well as professional consultants contracted to assist venues in their technology deployments.
- This was a blind data collection process, Verizon was not identified as the co-sponsor of the survey.

RESEARCH OVERVIEW

VENUE PROFILES

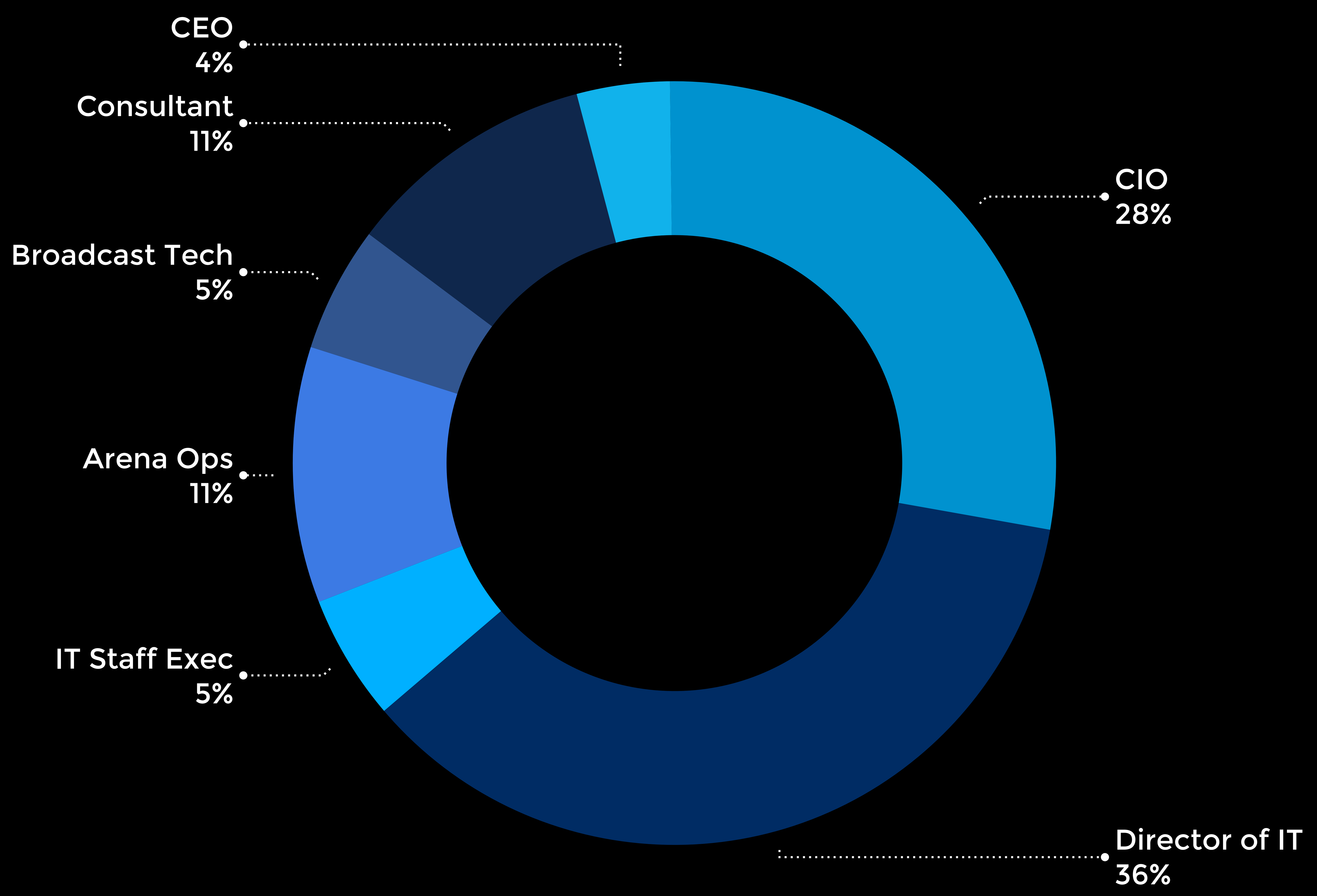
Respondents came from all corners of the stadium and arena world, including representatives from the NFL, MLB, NHL, NBA and MLS U.S. professional leagues. There were also respondents from a wide range of major U.S. universities, as well as from smaller schools and smaller venues, like concert halls and convention centers.



RESEARCH OVERVIEW

RESPONDENT PROFILES

More than 36 percent of respondents were directors of IT; another 28 percent were CIOs.



RESEARCH OVERVIEW

KEY TAKEAWAYS

1. Staffing, operating expenses and increasing revenue are top concerns, while Covid is near the bottom

2. Venues are looking to add more wireless connectivity, for fans and for back of house

3. Cashierless concessions and walk-through security technologies are being deployed rapidly

4. Private 5G is a target for supporting important back of house innovation

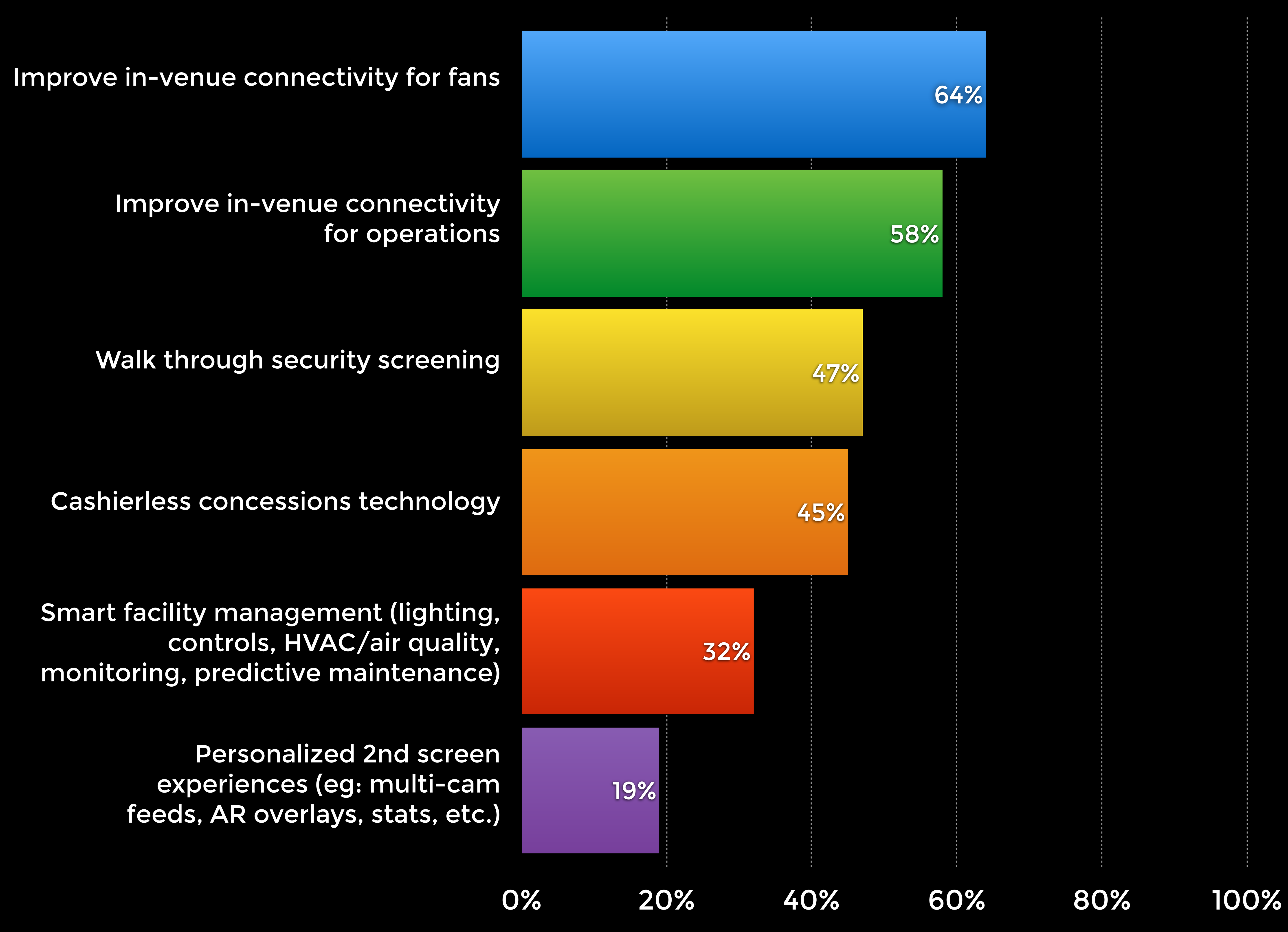
5. Even as venues feel good about their digital transformation journey, security remains a growing concern

DETAILED FINDINGS

Wireless connectivity, and new technology for security scanning and concessions are top of mind for venues

SURVEY QUESTION:

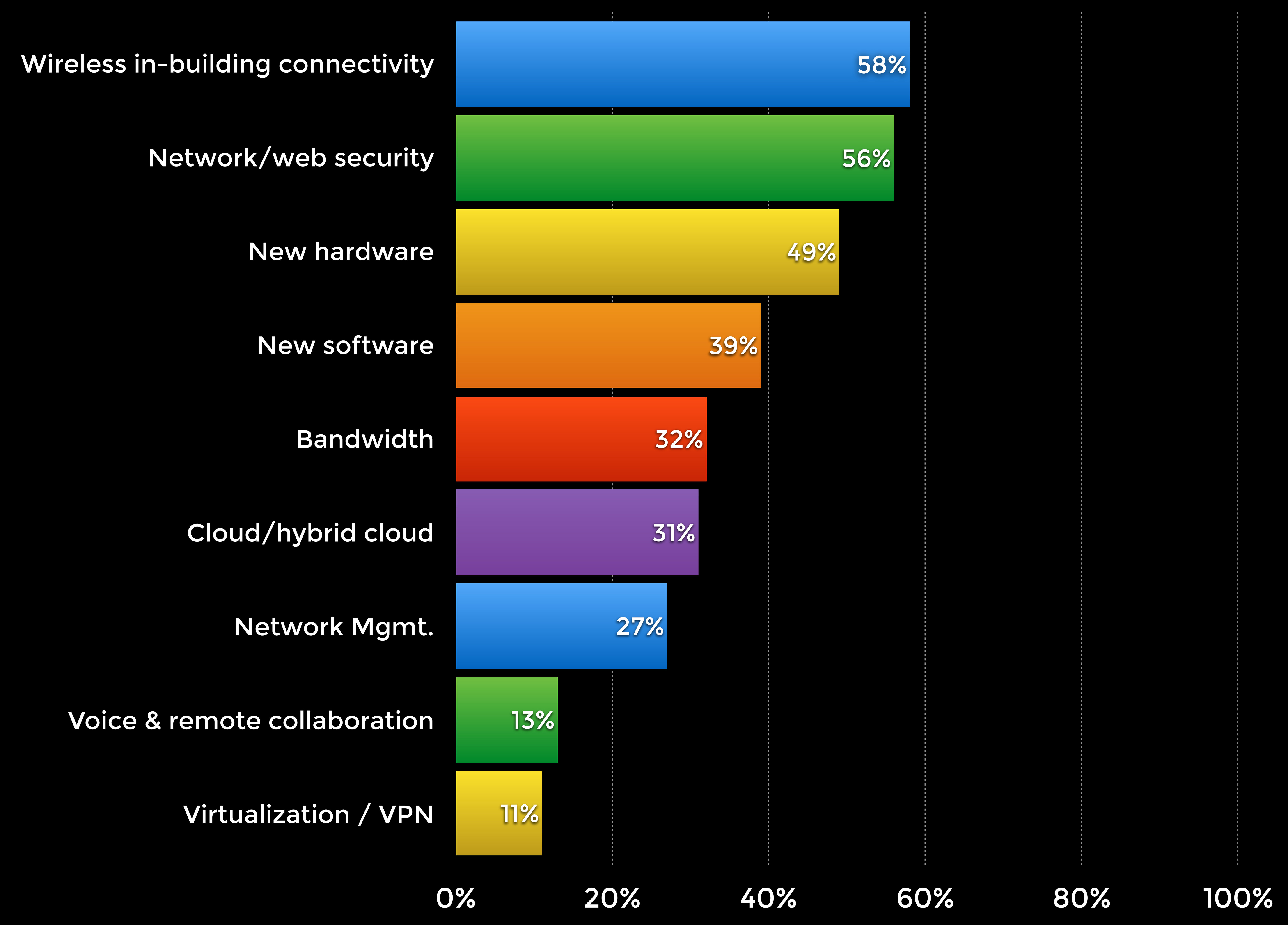
Which initiatives are on your roadmap for 2023?



Wireless, security and new hardware head up the list of planned IT infrastructure investments

SURVEY QUESTION:

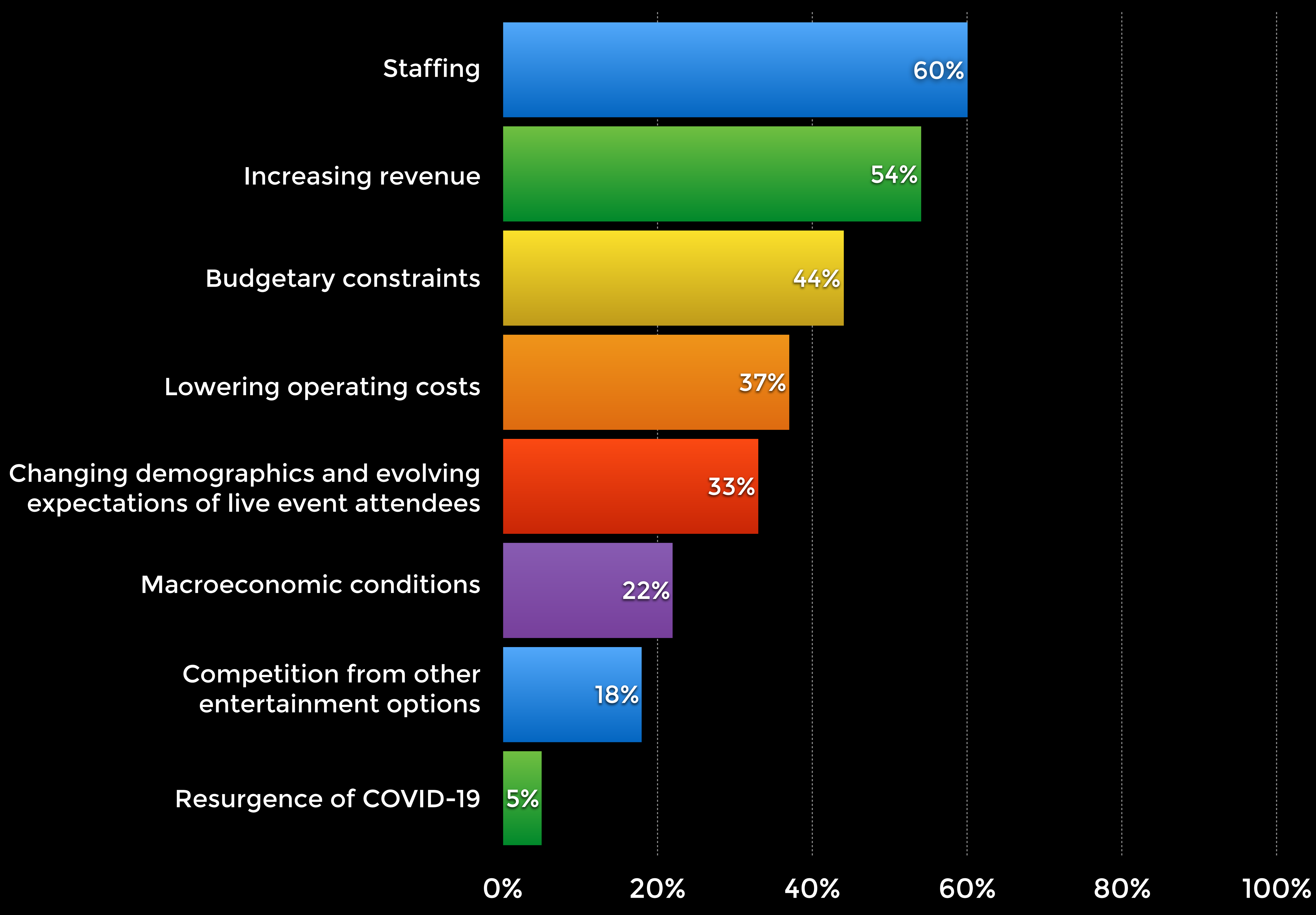
Which areas will you be making changes in your IT infrastructure to support growth or reduce operating costs over the next 12-18 months?



Staffing and increasing revenue while dealing with depressed budgets are venues' biggest challenges for the next year

SURVEY QUESTION:

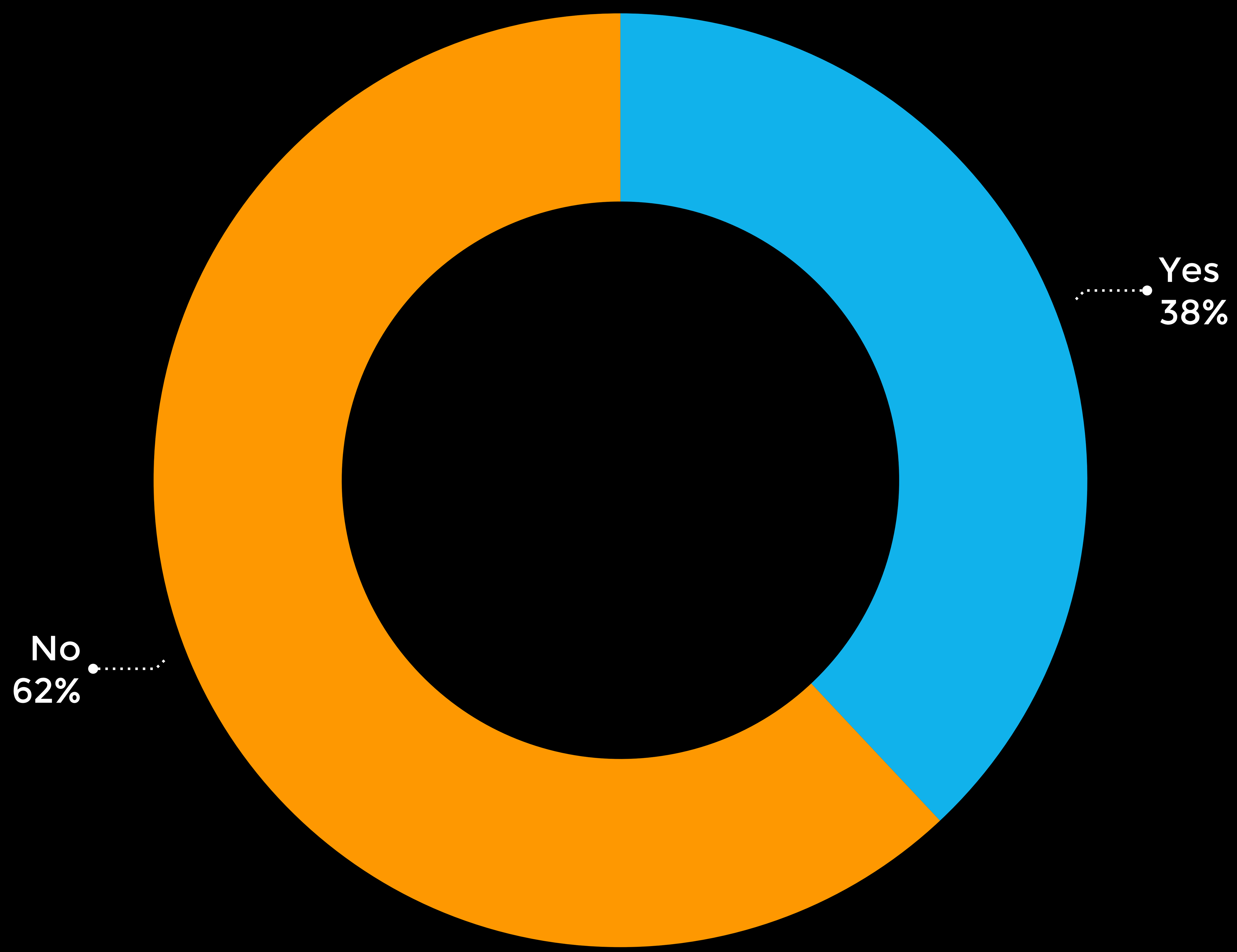
What are the biggest challenges you face in the next 12 months? Check all that apply.



Almost 38 percent of venues reported a 'significant issue' with delays or backups at entry points in the past year

SURVEY QUESTION:

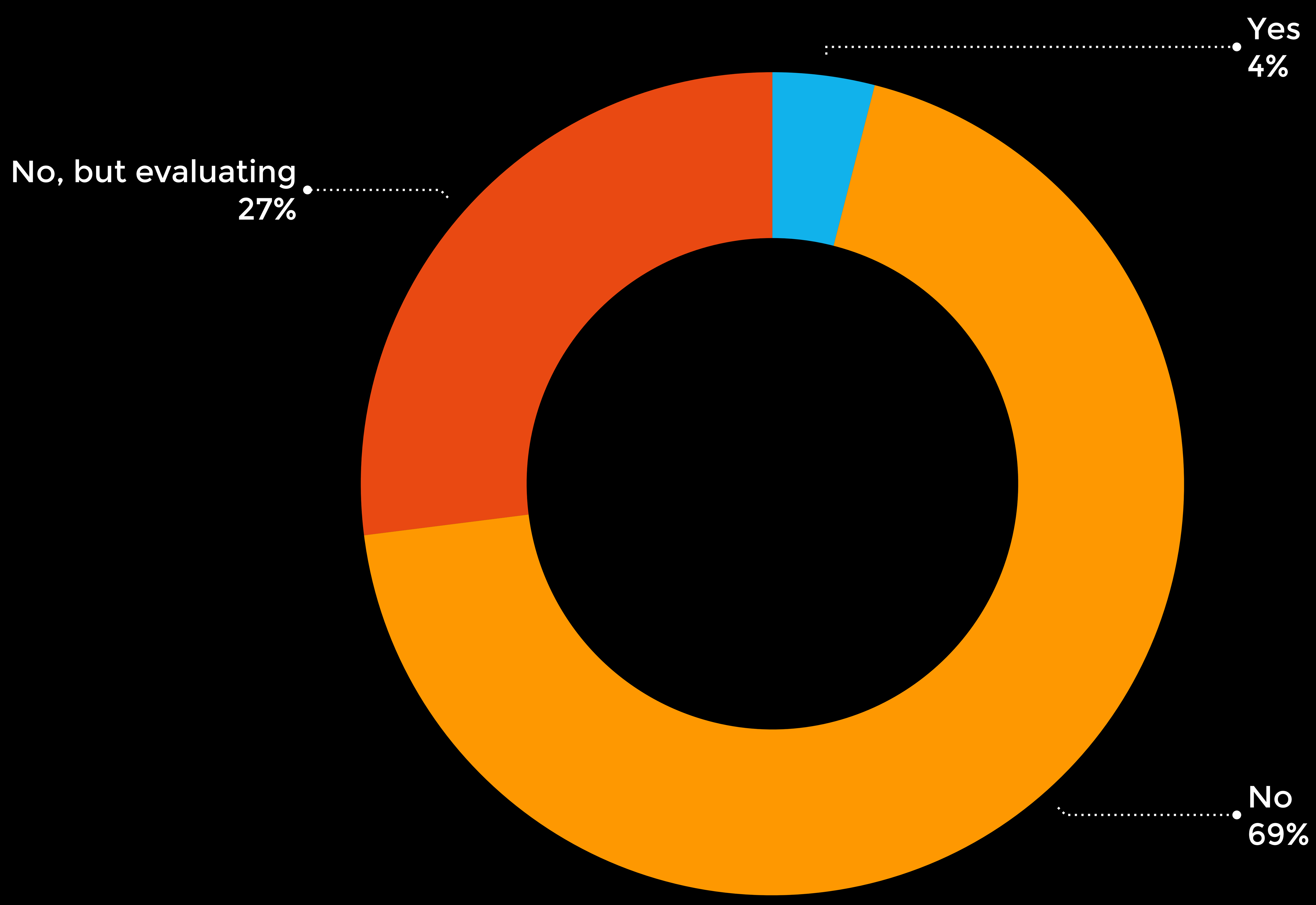
At any event in the past year, did your venue have a significant issue with delays or backups due to ticketing and/or security screening?



Facial authentication technology for ticketing and concessions is attracting interest among venues

SURVEY QUESTION:

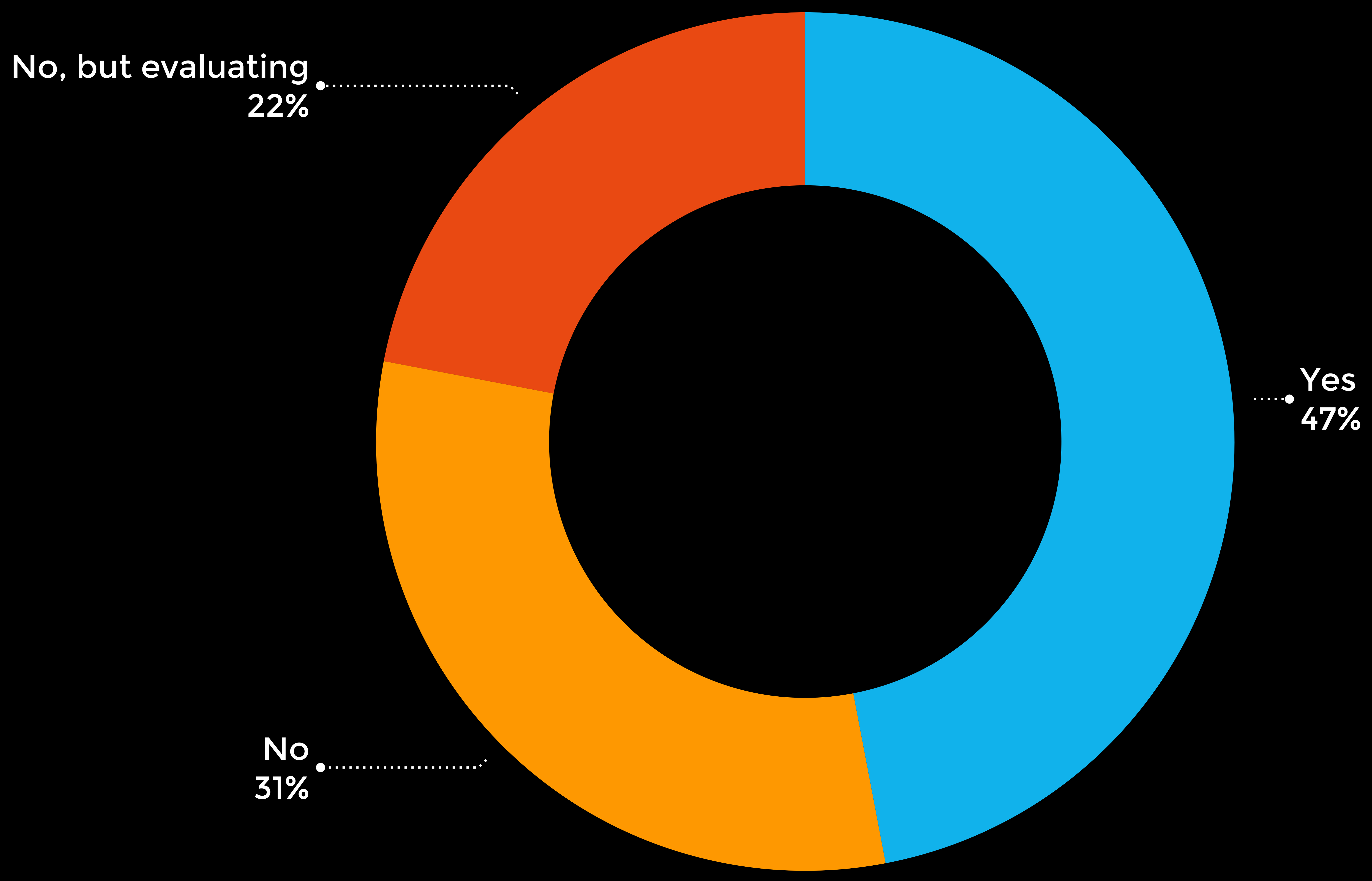
Does your venue use facial authentication technology for ticketing or concessions?



Almost half of the respondents said their venue already has some form of walk-through security screening

SURVEY QUESTION:

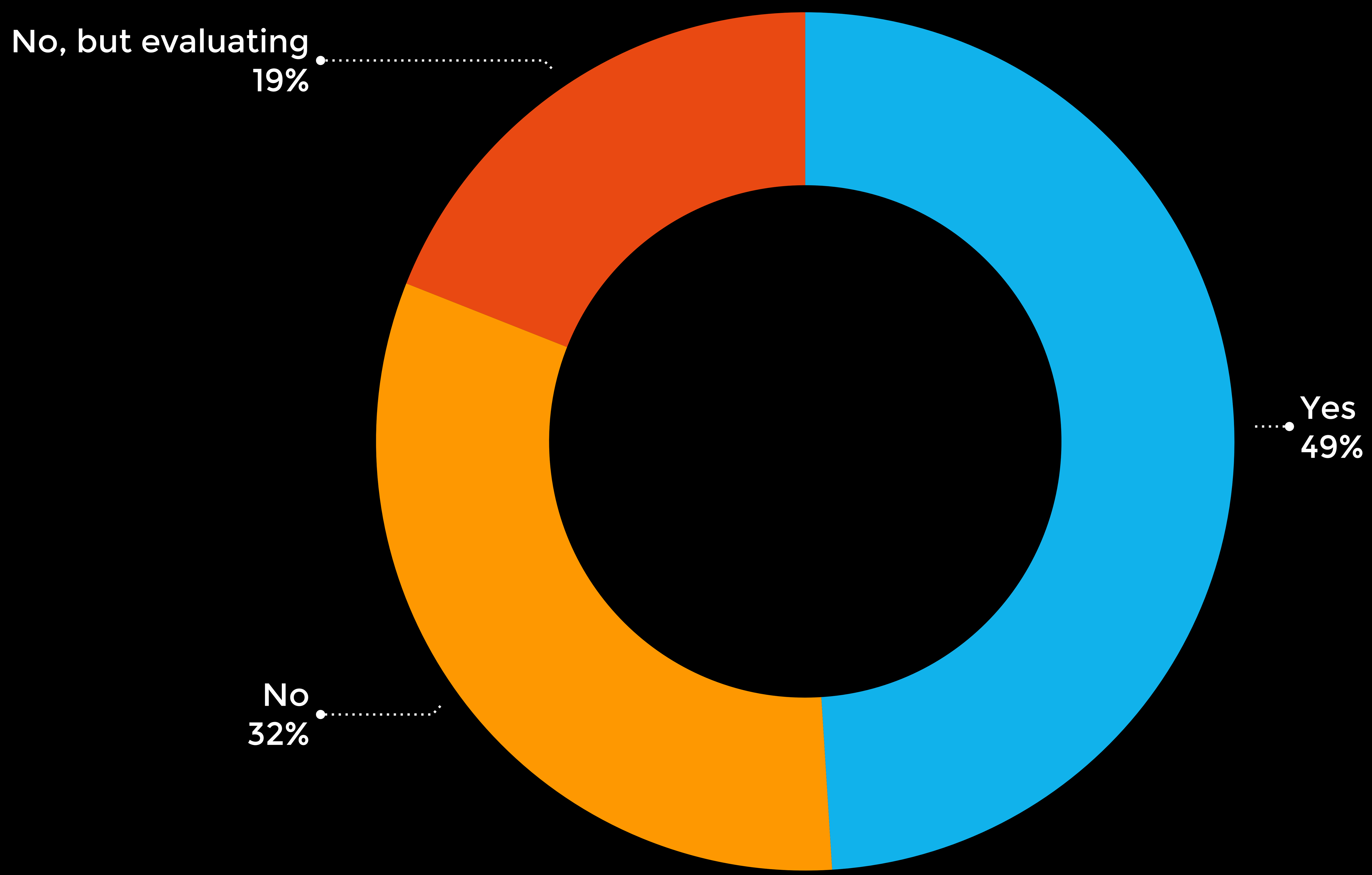
Does your venue have walk-through security screening?



Cashierless concession technology is already being rapidly deployed across venues.

SURVEY QUESTION:

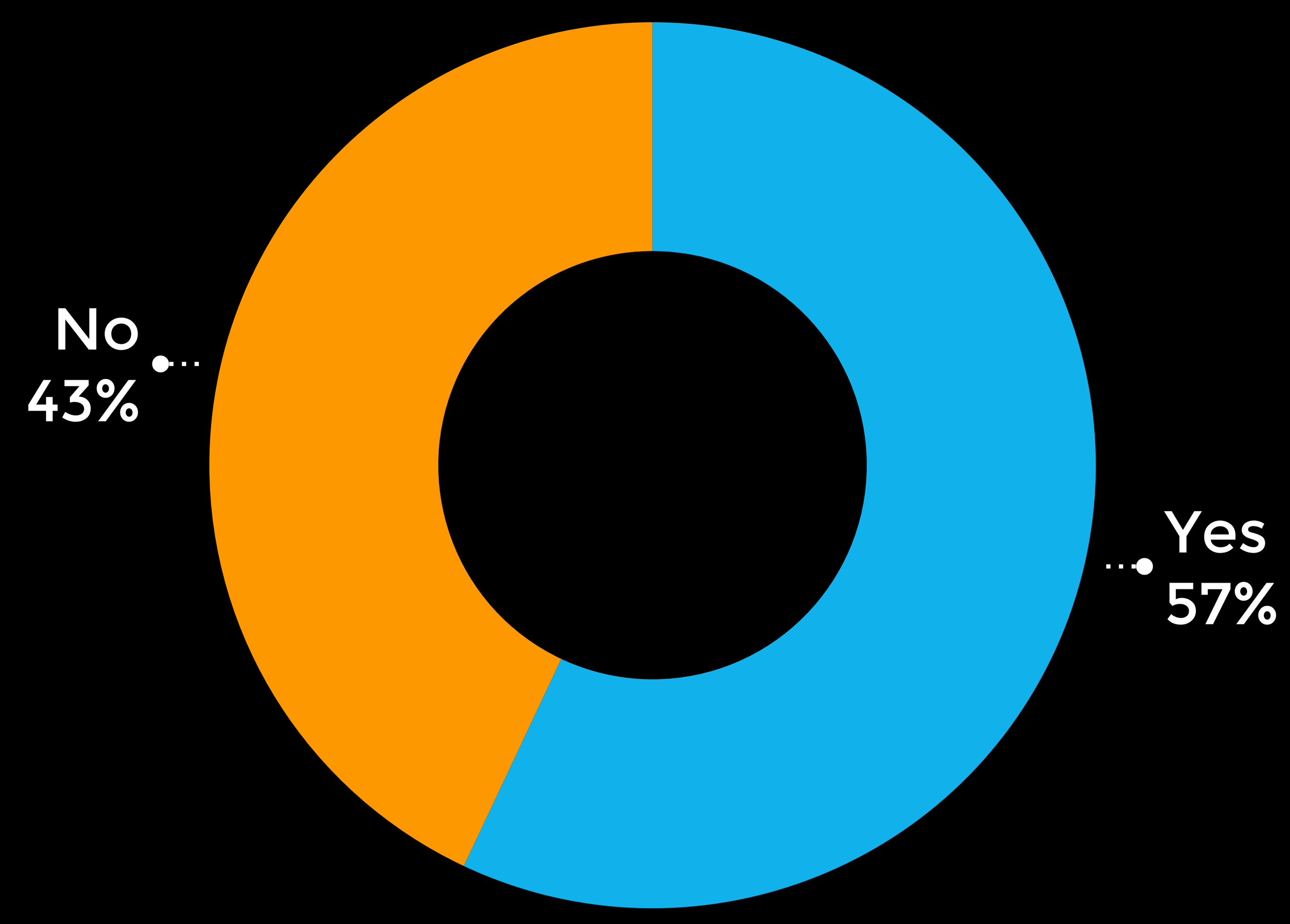
Does your venue have concession stands with cashierless checkout technology?



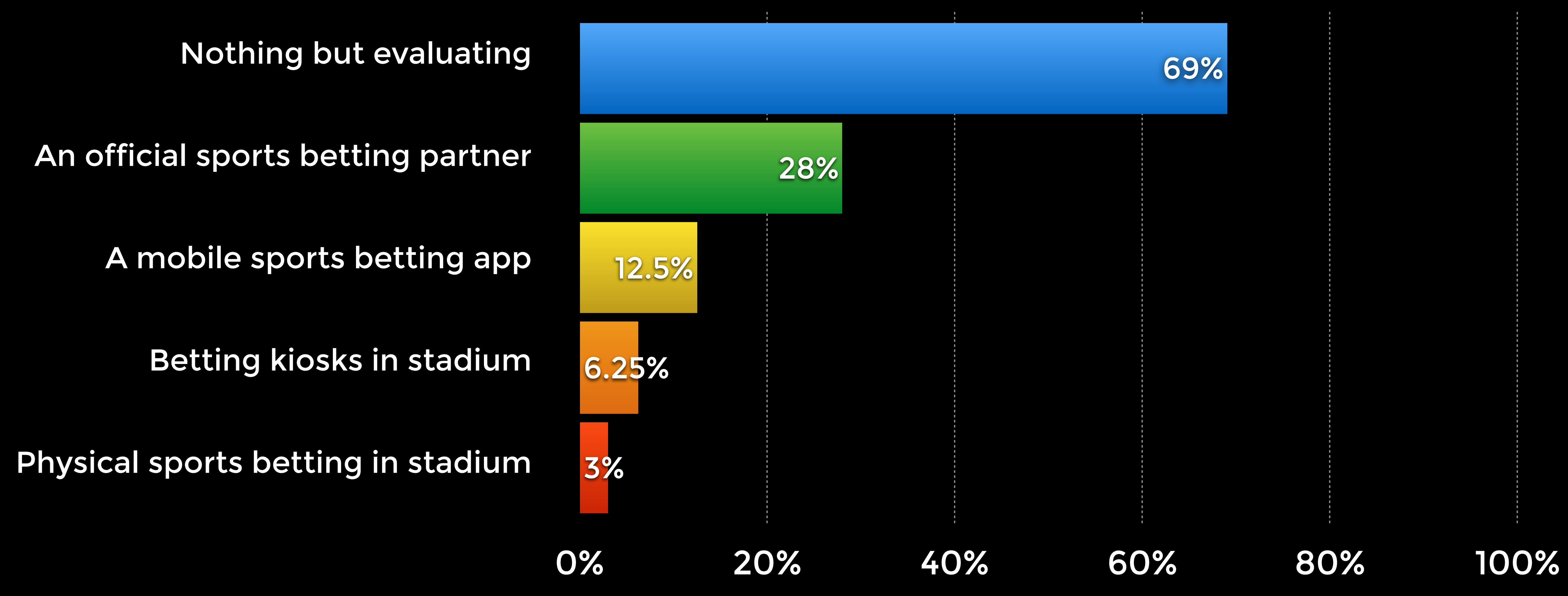
While sports betting is being legalized in more states, venues are still in the early stages of deploying in-venue gaming technology

SURVEY QUESTION:

Has your state legalized sports gambling?



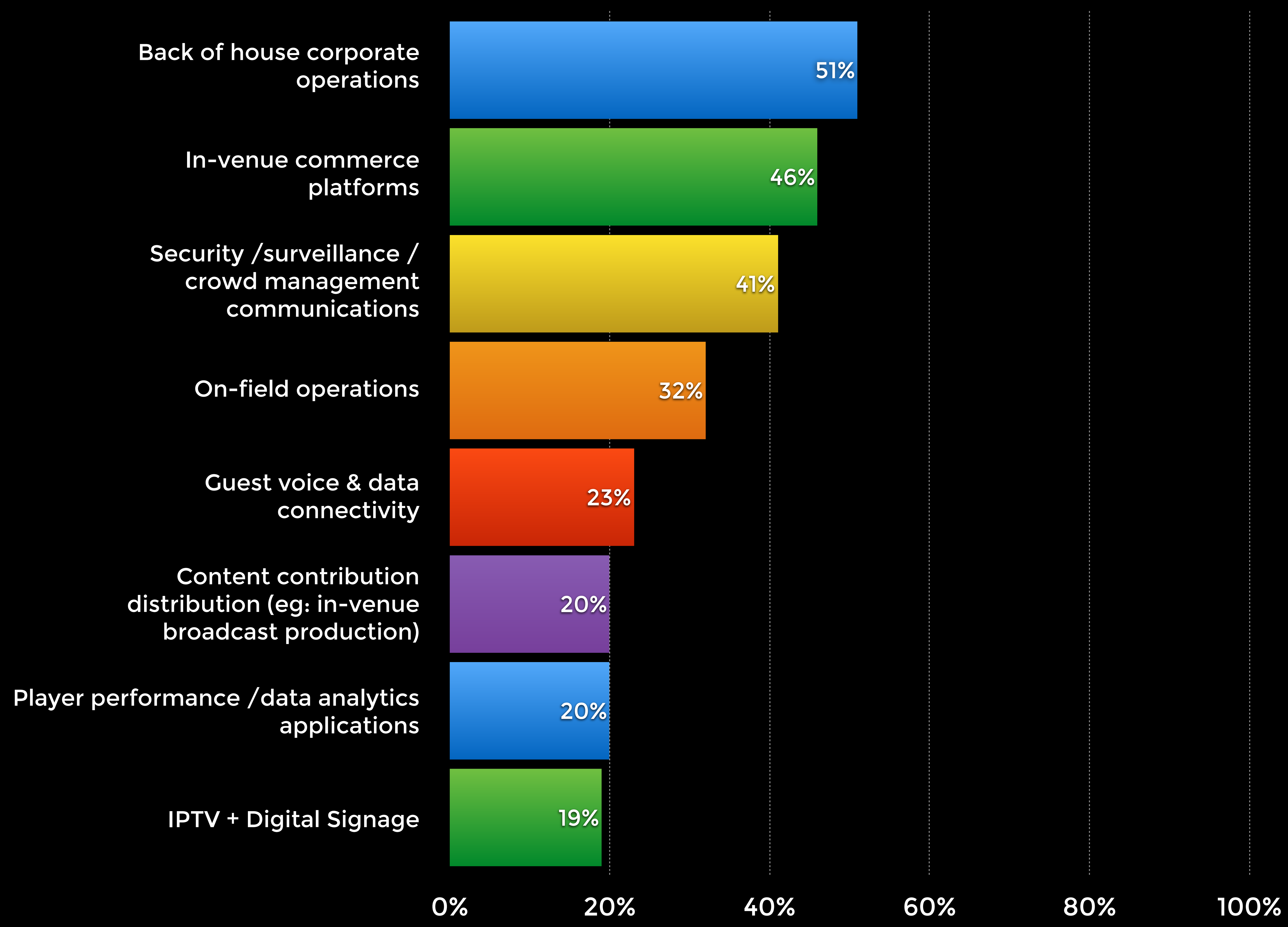
If yes, does your venue have (Check all that apply):



Venues see value in private 5G networks to run back of house operations, in-venue commerce platforms and security communications

SURVEY QUESTION:

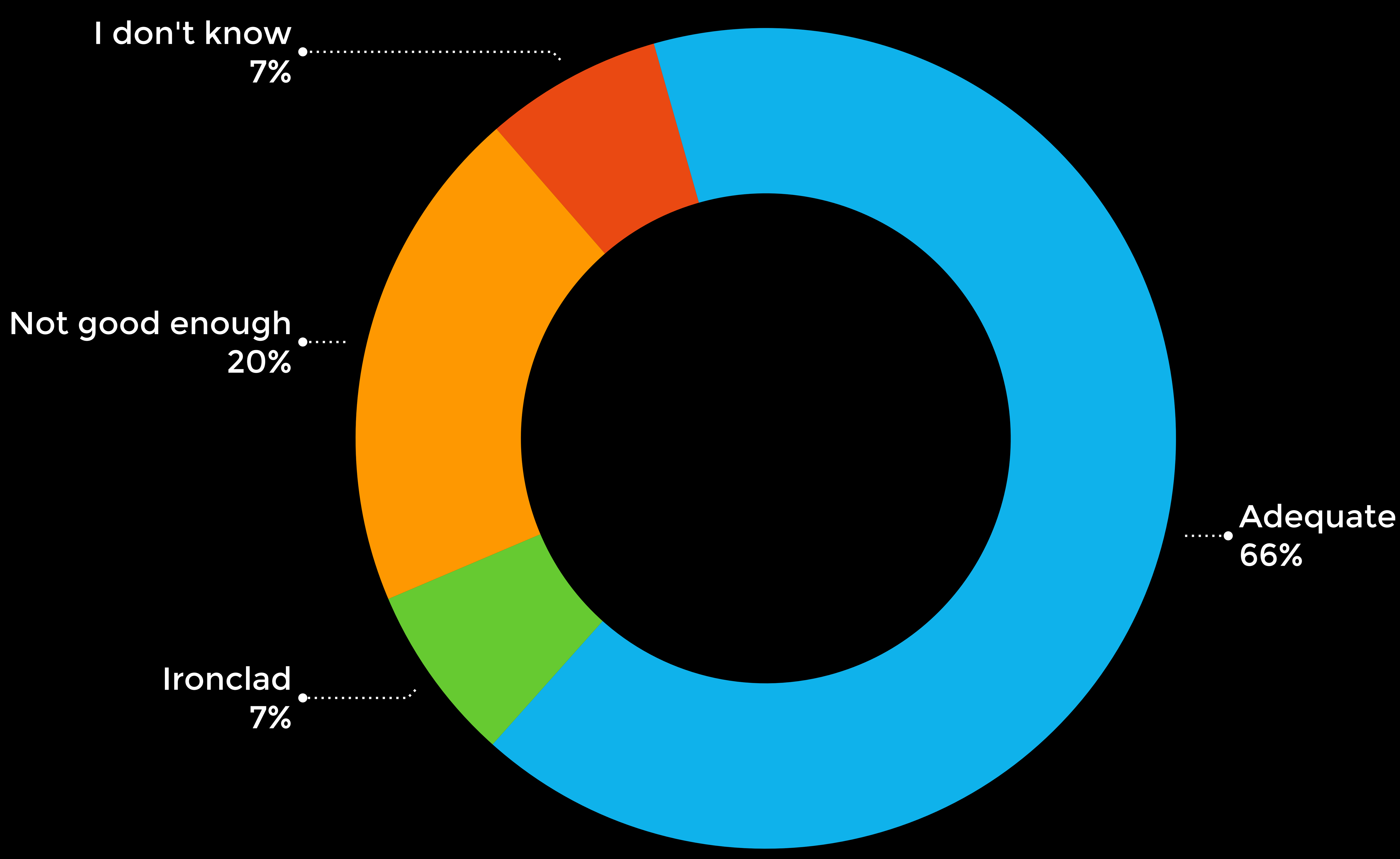
With private 5G, you can isolate a portion of the bandwidth and dedicate it to a specific workflow. Which workflows would you use it for?



Compared to last year's results, venues are more concerned this year about their security posture, with more ranking their strategy as adequate or not good enough

SURVEY QUESTION:

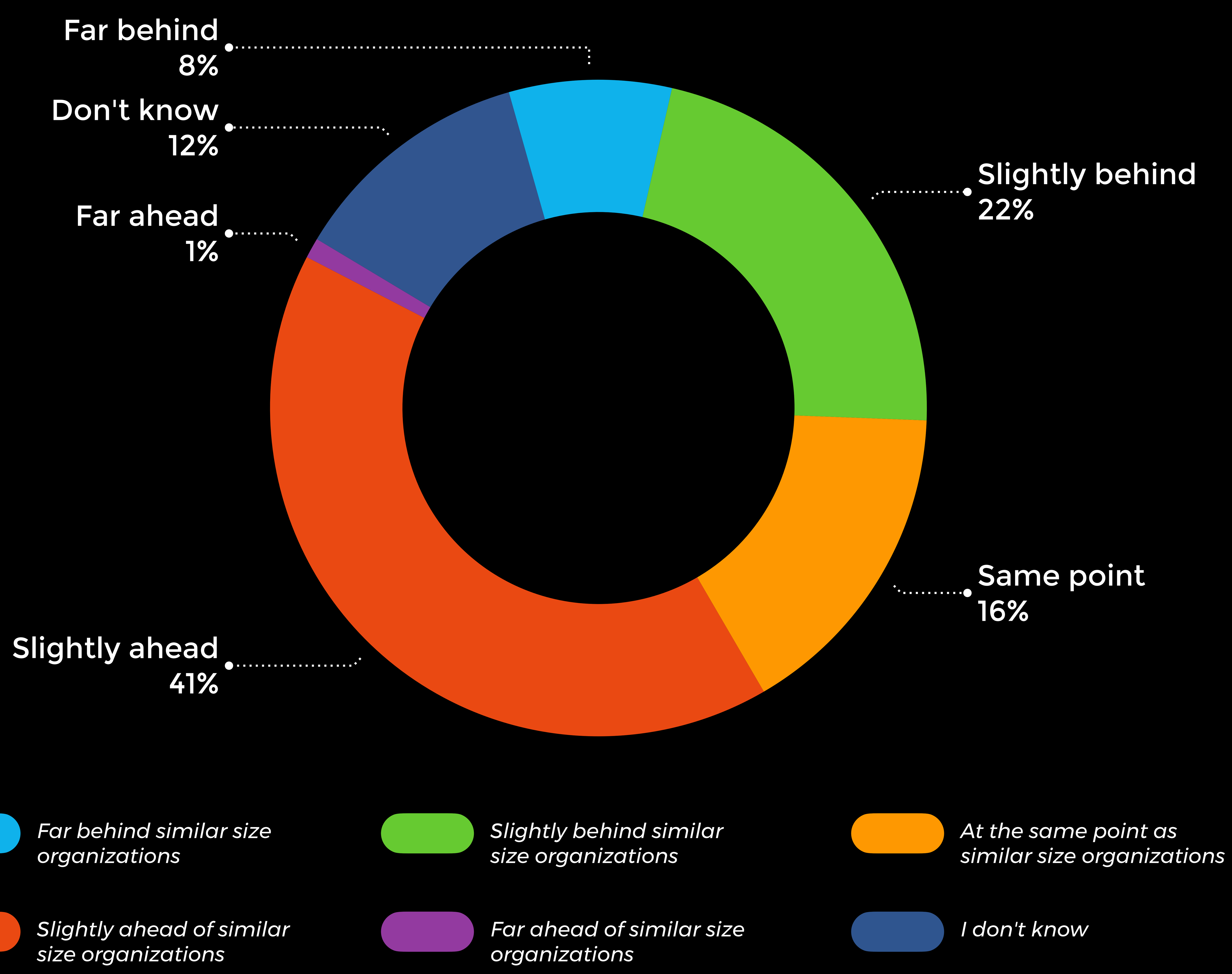
My existing security posture / strategy is:



Venues overall are more confident that they are executing on their digital transformation plans, with more feeling they are ahead of others

SURVEY QUESTION:

In terms of digital transformation execution our venue is:



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THANK YOU

FOR MORE INFORMATION

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