



# MetLife Stadium

Tripleplay Digital Signage and IPTV delivers an exceptional fan experience at MetLife Stadium.

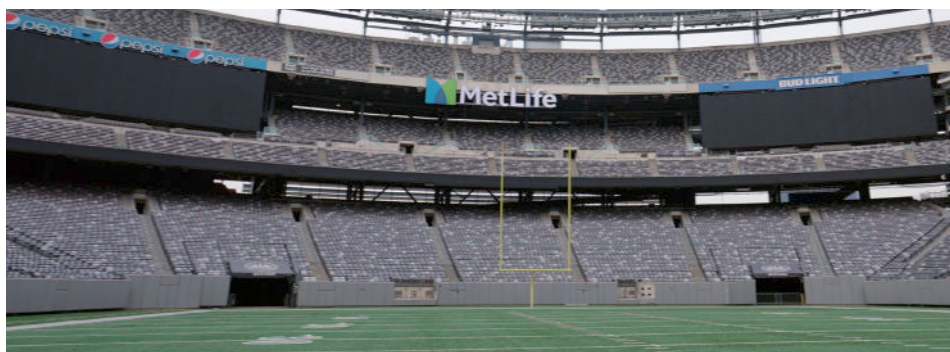
MetLife Stadium, located just outside New York City in East Rutherford, NJ, is a multi-purpose stadium that is home to the New York Football Giants and New York Jets.

The Stadium is one of the largest venues in the NFL with a footprint extending across 2.1 million square feet, and a capacity of 82,500 for football and soccer, and 50,000 for concerts.

## Unrivalled experience, maximum confidence

Deploying leading-edge technology to improve the fan experience was a key priority for the MetLife Stadium technology team. The venue has over 2,000 HDTV screens that deliver immersive IPTV and informational digital signage to fans on public plazas and concourses, at concession stands, and in club spaces and private suites.

Having a central platform that seamlessly managed both IPTV and digital signage content across widely dispersed end points was a significant challenge. After evaluating multiple platforms, the technology team selected Tripleplay based on its overall ease of use, provision of proof of play reporting for sponsorship advertising activations, ability to manage digital signage content, and strong track record of wide-scale, enterprise-level deployments.



Tripleplay has helped us when it comes to fan engagement, as well as the fan experience. We have TVs in every public area delivering the content that is on the field. This means fans are always up to date as to what's happening, wherever they are within our venue.

### Ryan McKenzie

VP Technology,  
MetLife Stadium



## A space for every fan to catch every moment

MetLife Stadium has several club spaces including the EY Coaches Club, Corona Beach Club, West Mezzanine Club, Commissioners Club, and MetLife 50 Club that are spread across different levels of the Stadium.

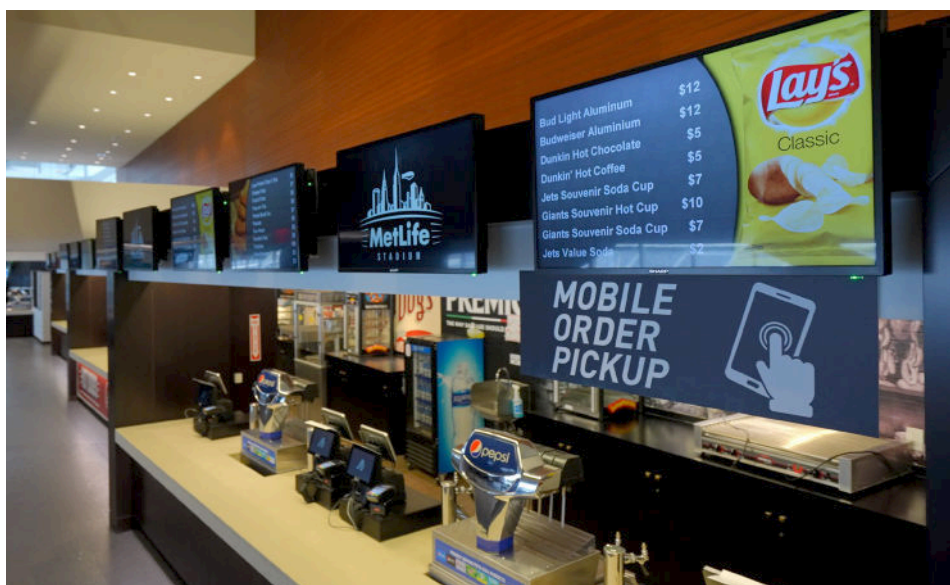
Within each club, HDTV screens are strategically placed alongside seating areas, in bar areas, and at concession stands. Digital content displays a combination of menu items, brand advertising, and a real-time broadcast of the on-field game action or entertainment.

Broadcasting live action in real time is vital for an engaging fan experience. Fans are more likely to visit the concession stands resulting in increased revenues if they know they will not miss a moment of the game or event when they leave their seats.

There are over 200 private suites on multiple levels of the Stadium. In addition to a great seat, guests have a minimum of 4 large HDTVs in each suite that can each be tuned to a different channel to watch news, other sporting events, or the action on the field.

For those with tickets in the main seating bowl, there are hundreds of screens located throughout the Stadium concourses that fans walk by displaying branded content, wayfinding, and the action on the field.

“Tripleplay has helped us when it comes to fan engagement, as well as the fan experience,” said Ryan McKenzie, MetLife Stadium VP of Technology. “We have TVs in every public area delivering the content that is on the field. This means fans are always up to date as to what’s happening, wherever they are within our venue.”

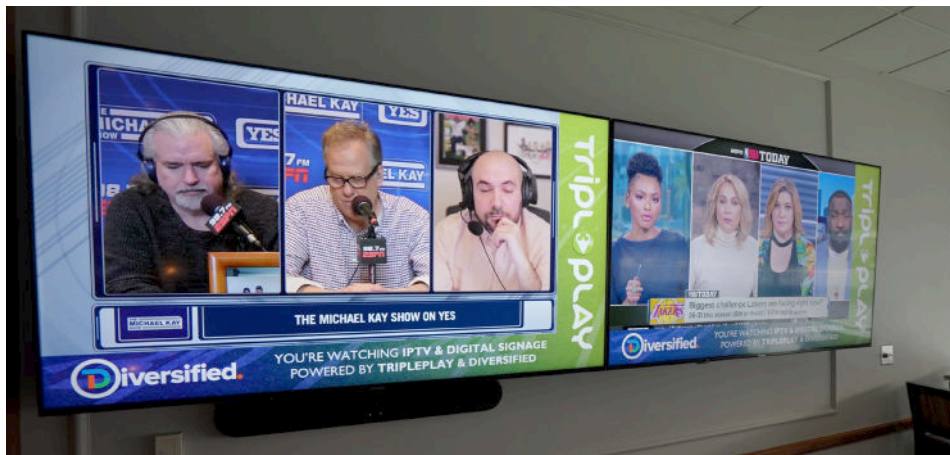


This is a business that does not stop just because the day has ended. We have events all the time at the oddest hours of the day and having a partner like Tripleplay that is willing to pick up the phone and be there for us makes all the difference in the world.

### Ryan McKenzie

VP Technology,  
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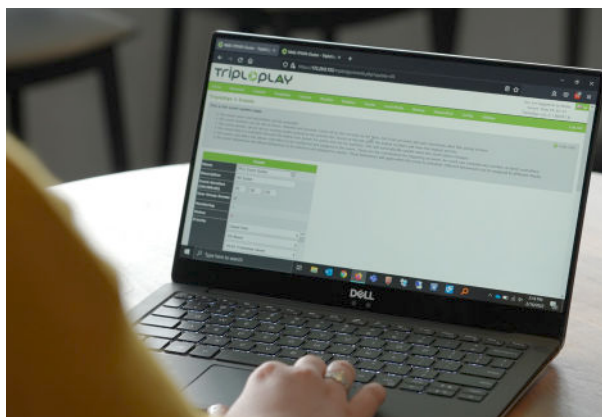


## Partnership delivers simplicity, reliability, and trust

With the Jets and Giants sharing the Stadium, and hundreds of events throughout the year, administrators can easily switch the content on the screens to reflect the home team or event or rebrand the Stadium with a few mouse clicks to switch between set profiles within a single Content Management System (CMS).

Furthermore, while hero content and templates are set up and scheduled in advance, ad hoc content can be quickly and easily changed within the CMS. For example, a food or beverage discount to celebrate a player milestone or game victory can be instantly promoted on the Stadium digital screens.

Commenting on the adaptability of the system McKenzie said, “With the push of a button we’ve delivered refreshed content throughout the entire building not only increasing the return on our investment but also then providing a better service for the fan.”



In addition to showing advertisements within live

TV, sponsor advertising can also be delivered via digital signage with an L-wrap overlay, offering an additional valuable revenue stream. Proof of play reporting ensures all-important ROI measurement and tracking for the brands and the Stadium.

McKenzie reinforced this adding, “Tripleplay gives us the back-end tools to analyze the content that we have delivered, with reports for us to provide back to our sponsor partners.”

With a long-term working relationship now established between MetLife Stadium and Tripleplay, McKenzie has been delighted with the technology platform as well as the partnership. “This is a business that does not stop just because the day has ended. We have events all the time at the oddest hours of the day and having a partner like Tripleplay that is willing to pick up the phone and be there for us makes all the difference in the world.”



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