

ROI ACHIEVED AS DIGITAL SIGNAGE AND IPTV ENHANCES FAN EXPERIENCE AT THE AESSEAL NEW YORK STADIUM

Rotherham United moved to the purpose built AESSEAL New York Stadium in 2012, a 12,000 seater venue a short distance from their former home at Millmoor, providing them with a platform to improve the match day experience for supporters, a home that would suit the aspirations of the club and to provide a more modern location for day-to-day operations.

With a significant investment in the new stadium already made, it was important that the club delivered an improved match day experience whilst simultaneously improving revenue generation opportunities; digital signage and IPTV seemed like an obvious choice to assist.

RECOMMENDED BY INDUSTRY COLLEAGUES

Following a recommendation from Derby County FC, Rotherham United engaged Tripleplay to discuss how its platform could be used to leverage investment in existing infrastructure within the stadium and to open up new revenue streams that were previously unavailable at the club's home ground.

“During our years at Millmoor and the short stay at the Don Valley Stadium we were limited in how we could generate advertising revenue, we had the traditional means only; shirt sponsorship, advertising boards, match day programme for example,” commented Rotherham United's Commercial Director, Steve Coakley.

He added; “With a new venue it was important to start opening up new streams of income. After a very strong recommendation we assessed the Tripleplay platform and soon realised it provided us with the quality we desired, the ease of use we needed and the price point to mean it was not a difficult decision to make.”



In total Tripleplay delivers content to around 40 screens in the stadium shop, staff offices, reception, corporate suites, players' dressing room and concourse and also to the iLED Media jumbo screen in the stadium bowl.

Since implementation Rotherham United has worked with Tripleplay to improve the system, adopting new features as they become available and expanding as and when it becomes possible.

Head of Supporter Services, John Bird, has been heavily involved in the ongoing development of Rotherham United's digital strategy; “We want the solution to deliver a great experience for our supporters and as we have gained more experience with the technology we have added more and more to our match day experience.

“As well as pre-scheduled content, advertising and live TV, we can also deliver a live stream from the camera gantry to the screens, perform a master override on all screens to inform fans of line-ups, substitutions, goal scorers, moments of exclusivity and much more. Our supporters use the screens as a source of information and entertainment before, during and after the game, so we work hard to keep the content relevant and pertinent.”

“WITHIN 12 MONTHS THE TRIPLEPLAY IPTV AND DIGITAL SIGNAGE SYSTEM PAID FOR ITSELF DEPLOYED ACROSS ONLY 40 SCREENS”

STEVE COAKLEY, COMMERCIAL DIRECTOR,
ROTHERHAM UNITED FC

EXPOSURE FOR SPONSORS AND FOR INTERNAL MESSAGING AND CAMPAIGNS



ROI WITHIN FIRST YEAR

Not only has the system delivered the improved fan experience Rotherham United desired it has achieved return on investment too.

Steve Coakley added; “Within 12 months the Tripleplay IPTV and Digital Signage system paid for itself deployed across only 50 screens, whilst also providing an enhanced fan experience. We are bringing in five figure advertising revenues, a vital ongoing source of income previously unavailable to us.

“Our sponsors appreciate the visibility we give their business for a cost we feel is fair value; exposure to an average of over ten thousand fans on forty screens for every home game we play.”

John Bird added; “It is not just external advertising that we have utilised the digital signage for, we have been able to utilise the system for club promotions, new shirt launches, season ticket promotions, club shop sales. We can be responsive and reactive, getting promotions onto screens in a matter of minutes rather than relying on print deliveries for example.



“Keeping our supporter base informed of what is available to them is vital for us as a club, both from a revenue generative perspective but also to keep our fans engaged and feeling a part of the club.”

SIMPLE OPERATION AND MINIMAL TIME DEMANDS

On a match day Rotherham United have one member of the team responsible for looking after the digital signage and IPTV screens, ensuring substitutions and goals are represented on TV screens, while from a commercial perspective they have engaged an outside agency to take away the burden of finding advertisers.

“We have not got the luxury of a telemarketing team so have engaged an agency to source sponsors, working on a commission basis, but as we own the digital signage and IPTV outright we can afford to do this,” commented Steve Coakley.

“Our IT team support the technology, supporter services ensure the content is created and our agency ensure screen space is filled and we achieve commercial benefit. We have found a balance that works and are delighted with our decision to work with Tripleplay.”



AT A GLANCE

KEY CHALLENGES

Rotherham United moved to a brand new purpose built stadium in 2012 and wanted to find a way to utilise the in-stadium TV and Jumbo screens more efficiently for generating an improved match day experience and to open up new revenue generation potential.

THE SOLUTION

Rotherham United implemented Tripleplay digital signage and IPTV, with integrated match day feed, onto 50 TV screens in the concourse, reception, club shop, players' dressing rooms, offices, corporate boxes and on the in-bowl jumbo screen.

THE BENEFITS

Screens provide a focal point for supporters and entertainment to guests. All TVs can be used to provide live match updates to supporters, advertising messages, club promotions and offers, as well as providing a live match feed and highlights footage. The solution has also been utilised to bring in five figure advertising revenues, achieving return on investment (ROI) within 12 months.

TRIPLEPLAY PRODUCTS

TripleTV IPTV, TripleSign Digital Signage, TripleCMS Content Management System, TripleEvent Screen Event Control System