

## Case study



# UEFA European Championship stadiums

**Exterity scores IP video deal to bring 1.1 million fans onsite at UEFA European Championship stadiums**

One of the world's most awaited sports tournaments, UEFA Euro 2016 is set to attract 2.5 million visitors in ten cities around France. The venues have all been renovated to ensure that they offer the very best fan experience, including streaming video coverage of the on-pitch action around the stadium.





## The challenge

While supporters are undoubtedly coming to see the action on the pitch, it is crucial for stadiums to provide a totally immersive match day experience for all spectators, regardless of their location within the ground.

The Euros 2016 tournament will host 24 teams – more than any other previous UEFA European Championship – and with demand for tickets eight times higher than the number on sale, the stadiums wanted to ensure that they didn't compromise on the fan experience of those lucky enough to secure a seat. To achieve this, no fewer than six stadiums have undergone thorough refurbishments, while four new stadiums were built in the run up to the event. This enables each venue to offer state-of-the-art experiences for tech-savvy football fans.

“Stade Pierre-Mauroy is a brand new stadium, and as such, we wanted to ensure that we provided state-of-the-art experiences. To achieve this, we produce and deliver tailored content to close to 400 screens around the stadium, and we wanted a system that would help us to offer the best experience to all our visitors. By combining high quality with centralized management, the Exterity system enables us to easily distribute the right content to the right audience, and even facilitate the delivery of multiple live event feeds during busy times.”

Stade Pierre-Mauroy

## The solution

Four of the ten stadiums hosting the tournament have chosen to partner with Exterity – incidentally the only IPTV technology company to have installations in more than one stadium – to ensure that they offer the best video experience possible. Three of these stadiums, including the Stade Vélodrome in Marseille, underwent refurbishment and installed an updated video system to provide better quality around the venue. The fourth, Stade Pierre-Mauroy in Lille, is a new build, which required a brand new system to enable it to rival with bigger institutions in the sports industry. **Exterity is incidentally the only IP video solution provider to be deployed in four of the venues hosting the UEFA Euro 2016.**

Exterity provided an end-to-end solution that facilitates the distribution of high-quality content to TV displays in the hospitality/VIP suites and the pressroom. In addition to the live footage shot during the game, the Exterity system features built-in content protection capabilities to enable the venues to offer encrypted football-related content from various TV channels.

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## The result

The Exterity systems have been deployed for use at over 20 games during the tournament, and experienced by over 1 million football fans from around the world. The IP video system enables fans to watch the game up close in real-time, regardless of their location within the venue, while ensuring that the media can receive relevant footage to prepare their commentary.

“UEFA Euro 2016 is set to be the biggest tournament in the competition’s history, with 24 sides from across the continent competing for European football’s premier international competition. This illustrates the popularity of this summer’s championship and why supporters will have unprecedented expectations for their in-stadium experience,” explained Colin Farquhar, CEO at Exterity. “We are proud that our IP video solution has been selected to transform the match day experience for over 1 million fans and that we will play such a fundamental role in this new era of video-enhanced live sports.”



### The Exterity systems for UEFA Euro 2016 in a nutshell:

- Installations in 4 of the 10 Euro venues
- Only IP video technology provider with more than 1 deployment
- HD and SD Encoders
- Digital terrestrial and satellite TVgateways
- Receiver set-top boxes servicing 1000s of screens
- AvediaServer to manage and control the Exterity IP video system from a centralized platform

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Colin Farquhar, CEO, Exterity

## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically-innovative products that deliver video over an IP network to some of the leading organizations across the globe.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

### Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Melbourne, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically-innovative partners, plus an extensive network of in-country resellers and distributors.