



## The Denver Broncos Grow Revenue and Transform Experience

*With the Internet of Everything, the Denver Broncos have:*



Increased concourse signage revenue by 50%



Centrally-run digital assets for over 300 events



A customer and sponsor experience extending to the parking lots and fan zone

The Internet of Everything (IoE) is changing the world of sports. From richer experiences for fans to greater opportunities with sponsors, the Denver Broncos envisioned all of this for their stadium, Sports Authority Field at Mile High, along with featuring the latest in mobile connectivity and video technology. To turn their vision into reality, the Broncos turned to digital transformation.

By deploying the Cisco Connected Stadium Wi-Fi solution at Sports Authority Field, the Broncos enabled reliable Wi-Fi connectivity for partners and tens of thousands of fans in and around the

stadium, extending the fan experience to parking lots and fan zones. And to keep fans engaged with relevant event information, promotions, and video at the over 300 different events each year, Cisco StadiumVision delivers live HD video and targeted digital content to 1,200 displays throughout the venue. These capabilities have increased concourse sponsorship revenue by 50 percent. Overall, with everything running on one easily managed network, the Broncos can build on a scalable, secure platform for future innovation and growth.

*"The powerful Connected Stadium networking platform gives us the future-proofing and high performance we need. Cisco wireless solutions knocked it out of the park."*

**Russ Trainor**  
VP of IT, Denver Broncos