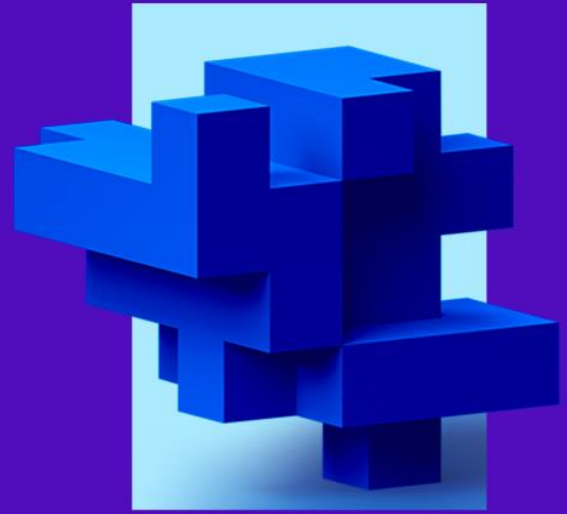




Modernizing college athletics

Enhancing fan experience and driving revenue

KPMG LLP



Universities have a unique opportunity to transform their athletic facilities into state-of-the-art venues that enhance the fan experience, drive revenue, and foster community engagement.

Key strategies for modernizing college athletics ►

Fan-centric design



Renovate or build facilities with modern amenities to improve infrastructure and fan satisfaction.

Technology integration



Leverage 5G, artificial intelligence, augmented reality/virtual reality, and mobile apps to deliver immersive and personalized experiences.

Smart infrastructure



Implement automated systems for parking, crowd management, and security to enhance efficiency and safety.

Revenue diversification



Use venues for concerts, conventions, and other events to generate income beyond game days.

Community engagement



Create vibrant entertainment districts that serve both the university and the broader community.

Strategic investment



Allocate a portion of build costs to fan experience enhancements for long-term returns.



The modern sports venue requires not only new radically designed stadiums and districts but also needs to integrate the latest cutting-edge technologies.



Integrated systems and advanced technologies will create a new and engaging fan experience, bringing fans closer to the game than ever before.



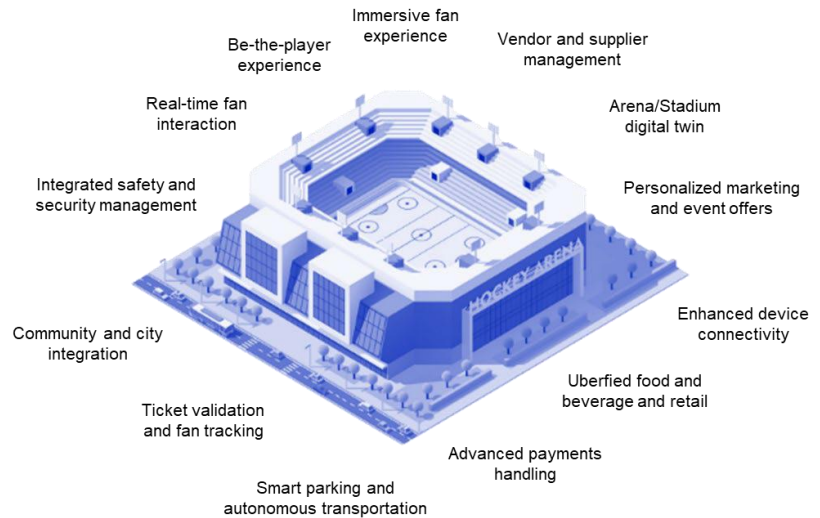
Advanced networking such as Private 5G enables a fully connected venue with reliable and resilient communications designed to optimize operations and enhance the fan, visitor, employee, player, and supplier experience.



Data collected from the fan, systems, and sensors provide new insights that inform and prioritize future use cases.



Extending innovation into the local community extends the experience beyond the four walls of the arena and enables other local business to flourish.



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