ERICSSON NETWORKED EVENT

29 May 2015

AGENDA

- Introduction
- Reference case: Falun2015
- Ideas for EHF
- Open discussion & Moving forward

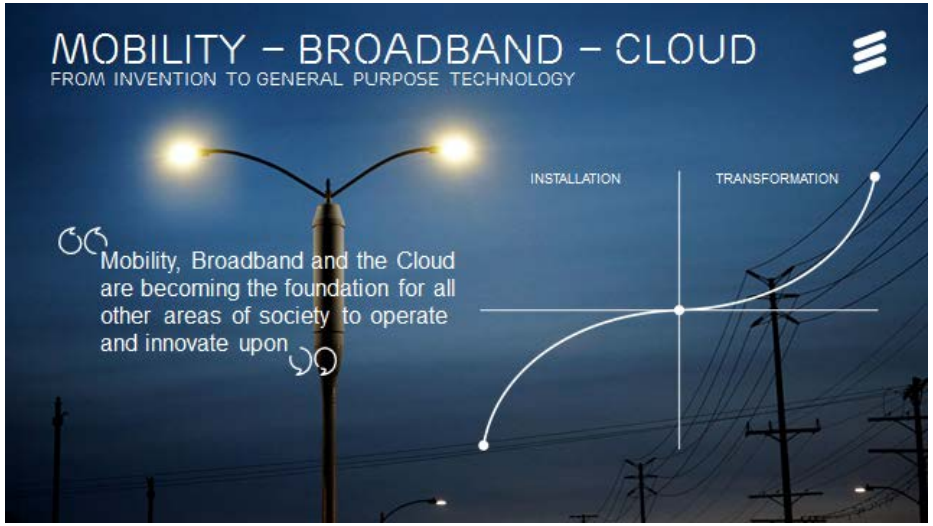
NETWORKED
SOCIETY

PASSED THE INFLECTION POINT

COVERING CONNECTIVITY AND INNOVATIVE SOLUTIONS

"The expectation level goes from a 'this would be nice to have' to a 'what, you don't have it' kind of feature. In college sports it is definitely the case where they are seeing some of their younger fans leave if they don't have connectivity."

Michelle McKenna-Doyle, Senior VP and CIO of the NFL



"For the younger generation it's an expectation that connectivity is going to be there."

Peter DelGiacco, Executive VP and CTO of the NHL

"I want to thank you again for helping us get this off the ground. And what we were able to do for the American Nordic Ski Racing Fans was revolutionary and historic and it's a great starting point now for us to expand in the future." **Falun2015 Live Arena**

Michael Jaquet, CMO US Skiing & Snowboard Association

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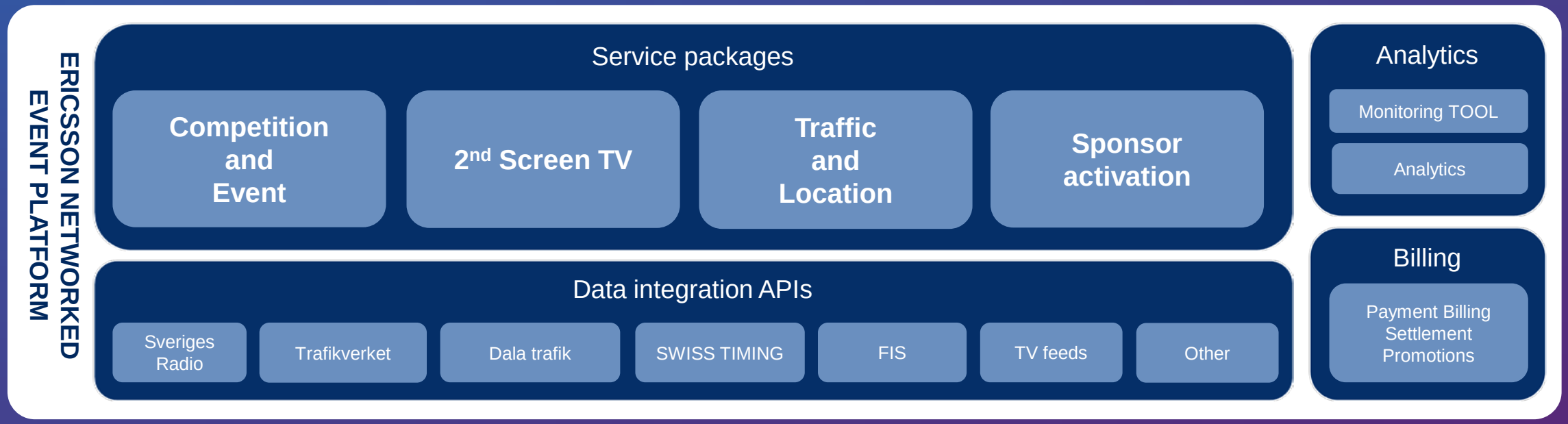
Using new technology
we'll be able to update information on race and event progress in a way never seen before.

FALUN2015
live
arena

Hans Vestberg
President & CEO Ericsson
So Ericsson is a partner in this 2015
Nordic Skiing World Championship in Falun

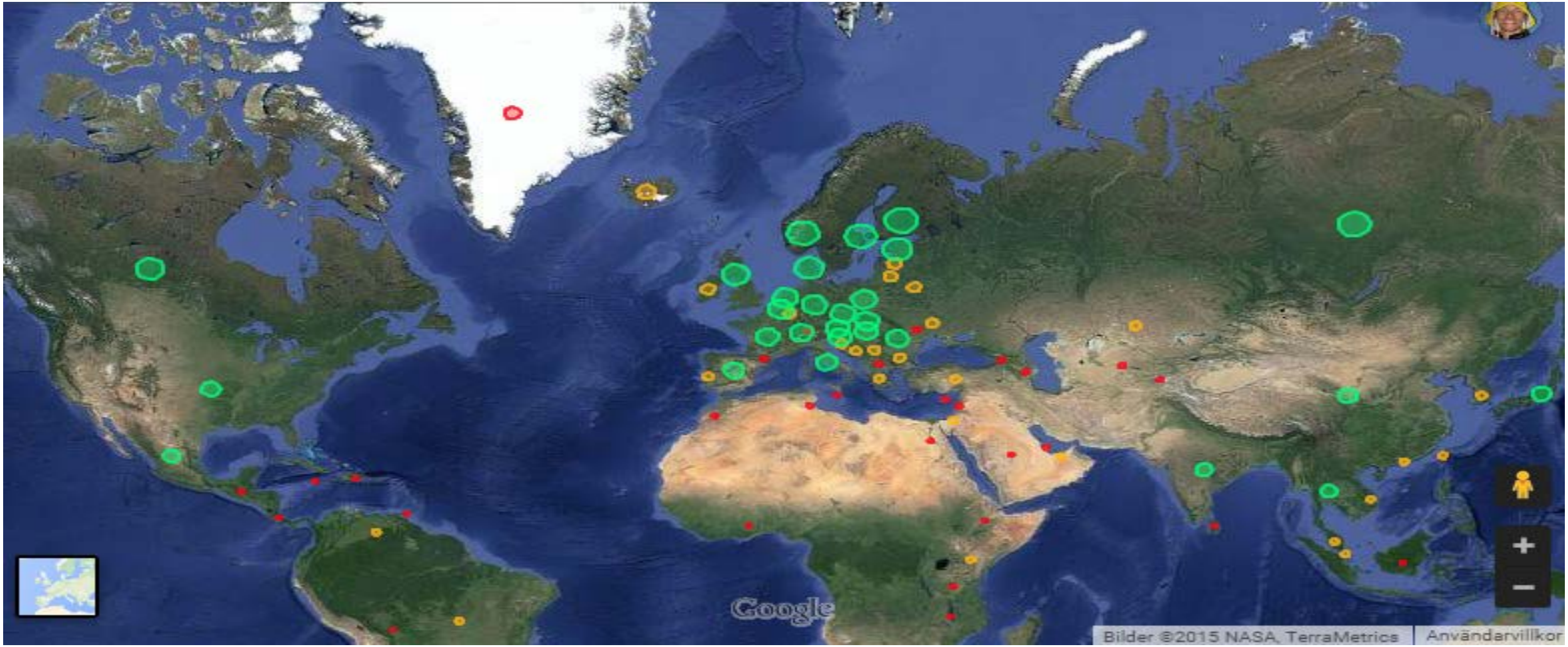
ERICSSON NETWORKED EVENT – FALUN CASE

VISUALIZATION



Data sources: **Historic** **Live** **TV feeds** **On Site**

DOWNLOADS



LARGE UPTAKE - FIS NORDIC SKIING WORLD CHAMPIONSHIPS 2015

- 200 000 downloads of the two apps that were powered by Ericsson Networked Event
- 27 000 active daily users – from 167 countries
- 13 000 transactions per second (peak hour traffic on platform)
- 6,8 TB data handled
- Both apps were on the “top 25 download list” apps in 8 respective 9 countries
  - Nr 1 in Sweden overall
  - Nr 1 sports app in Norway, Finland and Estonia

FALUN2015
SWEDEN 18.02-01.03

MULTI STAKEHOLDER APPROACH

- On-site visitors
- Off-site viewers
- Coaches & Athletes
- Sponsors
- Media
- Arena & Event owners
- Municipalities
- Local business

Addressing TOP 5 needs

#5 Re-position the sport

#4 Maximize value of the event

#3 Broaden the fan base

#2 Enhance on-site experience and on–site logistics

#1 Engage fans beyond event

MENU
21:35 CET
THE NEW AUDI Q7
THE AUDI TT
THE AUDI A7 SPORTBACK
AUDI DEALERS
Falun 2015.
Home of quattro
TT
A7
AUDI

WAYS OF WORKING - FALUN

- **Integrated project team**
  - Local organizing committee
  - Host broadcaster
  - Ericsson
  - Municipalities
  - Partners
- **Test events**
- **Go-live**
  - Operations (data / TV)

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NETWORKED EVENT
OFFERING AREA OVERVIEW

BUSINESS PROCESS

APPLICATION ENVIRONMENT

- VISUALIZATION
  - 3D/Gaming Applications
  - 2D Applications
  - Third Party Applications
  - Work Force Applications
- EVENT AND COMPETITION DATA
  - Performance Data
  - Historic data
  - Biometric Data
- LIVE & ON DEMAND TV CONTENT
  - OTT 2nd Screen
  - User Generated Live Video
- SPONSOR ACTIVATION
  - Point of Interest
  - Dynamic Ads
  - Loyalty Programs
- TRAFFIC & LOGISTICS
  - Traffic Management
  - Last Mile Logistics
  - On-Site Business Performance

BUSINESS INTEGRATION

SERVICE ENABLERS & MANAGEMENT

- COMMUNICATION & COLLABORATION
  - P2P Communication
  - Collaboration Tools
- ACCESS SERVICES
  - SIM Device Connection
  - LTE Broadcast
  - Media Delivery

ICT INFRA STUCTURE

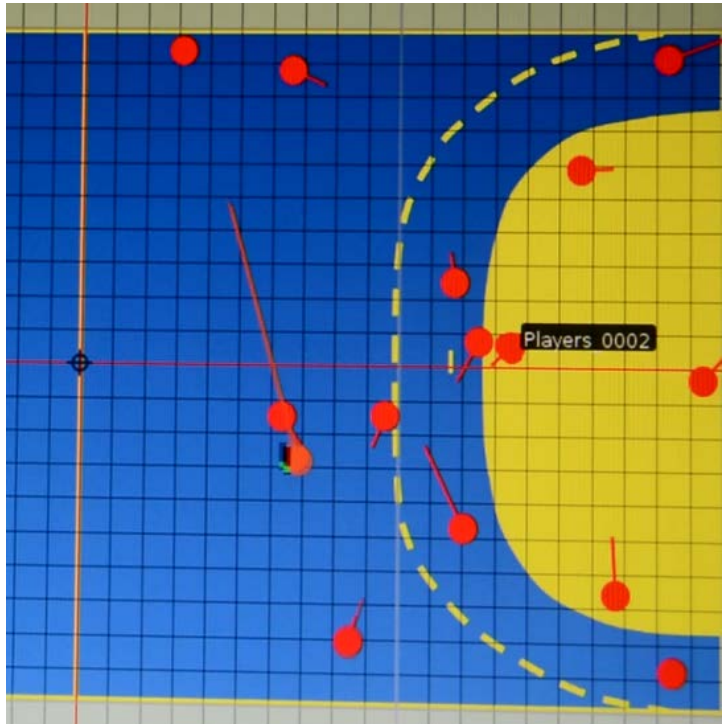
MOBILE INFRASTRUCTRE & BACKHAUL

- ARENA MOBILE INFRASTRUCTURE
  - High Frequency Data Capture
  - Arena Connectivity (Wi-Fi, 3G,4G)
  - Wi-Fi Broadcast

SERVICES SUPPORT

- MANAGED OPERATIONS
  - Application Cloud
  - Managed Access Operations & VPNO

HIGH FREQUENCY DATA CAPTURE TEST



FUNCTIONAL VIEW – EHF CASE

VISUALIZATION

Sports Development

International	Scouting	Phys Therapist	Refree Training
National	Coach National Team	Phys Therapist National Team	
Club	Coach Team 1	Phys Therapist Team 1	
Individual	Player 1 • KPI 1, 2, 3….	Player 2 • KPI 1, 2, 3….	Player n • KPI 1, 2, 3….

Digital Rights Monetization

WEB

2nd Screen

3PP Apps

ERICSSON NETWORKED EVENT PLATFORM

Service environment (Service packages)

- Competition and Event
- 2nd Screen TV
- Sponsor activation

Analytics

- Analytics

Data integration APIs

Biometric Data
- Heart rate
- ECG
- Other

Performance Data
- Real Time Positioning
- Movement

Video Feeds
- Live/VoD Professional TV
- Streamer

Billing

- Payment/Billing/Settlement/Promotions

DATA SOURCES

APPLYING SENSORS AND TRACKING TECHNOLOGY IN HANDBALL

- Players condition
  - Pulse/heart rate, calorie consumption, run distance, acceleration, max speed
  - Physical impact (forces, acceleration and speed)

- Players performance
  - #shots, #goals, #passes, #savings
  - Pass accuracy, “shot-distribution”
  - Goalkeeper performance (movement, reaction)
  - Tracing (movements and combinations)

- Team performance
  - Speed of ball, attack speed, defense performance

USE CASES TO MATCH DIFFERENT STAKEHOLDER NEEDS

User group	Use cases
On site visitors	Statistics, in seat ordering, logistics, social media, ”Arena biometrics” (noice level - competitions), Games – win tickets. Speaker interaction.
Viewers off site	Additional camera angles (camera in the goal – what does it feel like being a goalie) statistics, games, behind the scenes footage, highlights
Sponsors	Innovative ways to interact and engage with potential customers, social media
Coaches and teams	Coaching tools (movement, intensity)
Individual athletes	New ways to promote personal brand through UG content, social media
Event owner / arena operations	Increase turnover (seat upgrade, offers – food, snacks, merchandize), new ways to interact with audience (quizzes – “best player”, “hardest shot”, “longest jump”) Analytics, social media
Media/broadcasters	Piero analysis tools

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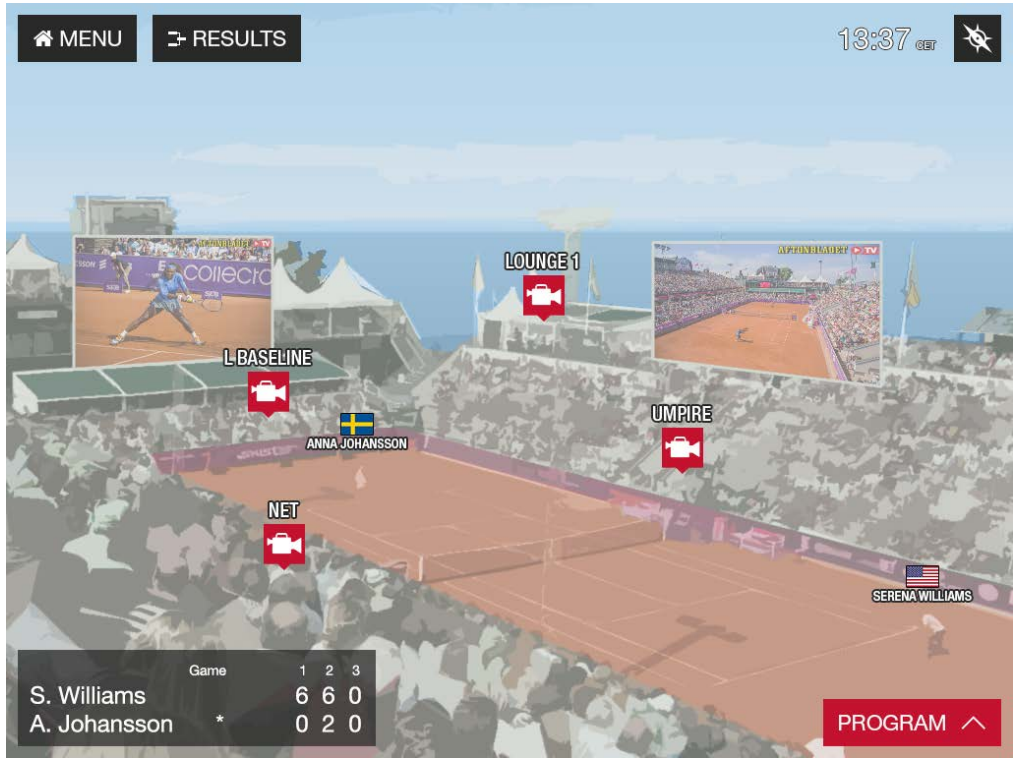
CURRENT ASSIGNMENT: SWEDISH OPEN BÅSTAD



OPEN DISCUSSION

MOVING FORWARD

THE EXCELSIOR
ERICSSON