

Global Smart Stadium Market Report and Forecast 2023-2028

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Report description:

Global Smart Stadium Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the global smart stadium market reached a value of USD 10.8 billion in 2022. Aided by the rising emphasis on enhancing the fan experience and the growing applications of smart technologies in various aspects of stadium operations, the market is projected to further grow at a CAGR of 10.94% between 2023 and 2028 to reach a value of USD 22.05 billion by 2028.

Smart stadiums leverage modern technology to enrich the spectator experience, improve stadium operations, and increase their revenue potential. They utilise a wide array of technologies, such as IoT, cloud, analytics, mobile and web, digital signage, security systems, and network infrastructure, to deliver a connected, engaging, and secure environment for fans, players, and operators. They play a crucial role in streamlining operations, enhancing the quality of services, and providing personalised experiences to spectators.

The accelerating trend of digitisation in the sports industry is driving the global smart stadium market growth. There is an increasing shift towards digital platforms for ticket sales, marketing, fan engagement, and other areas of sports business. This, coupled with the increasing popularity of sporting events, has led to a surge in demand for smart stadiums that can effectively handle the massive crowds and deliver enhanced experiences.

Moreover, the rising adoption of IoT, AI, and data analytics in stadium operations significantly contributes to the smart stadium market expansion. These technologies enable real-time monitoring of various systems, predictive maintenance, traffic management, personalised services, and insightful analytics, greatly improving the efficiency and effectiveness of stadium operations.

Smart stadiums are also experiencing increasing demand due to their capabilities in ensuring security and safety, thus increasing the smart stadium market demand. With the growing concern about terror attacks and incidents of violence at large public gatherings, there is a heightened emphasis on the deployment of advanced security systems. Smart stadiums leverage facial recognition, video analytics, access control systems, and other technologies to ensure the security of the venue and the safety of attendees.

Additionally, smart stadiums, with their extensive data collection and analysis capabilities, provide valuable insights for marketing

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and business decisions, aiding the smart stadium market development. They allow operators to understand fan behaviour and preferences, thereby enabling personalised marketing, targeted promotions, and improved business strategies. This aspect of data-driven decision-making is a significant factor driving the adoption of smart stadiums.

Market Segmentation □

The market can be divided based on component, deployment model, and region.

Market Breakup by Component

- Software
 - o□Stadium and Public Security
 - o□Building Automation
 - o□Event Management
 - o□Network Management
 - o□Crowd Management
 - o□Digital Content Management
- Services

Market Breakup by Deployment Model

- On-Premises
- Cloud-Based

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the global smart stadium companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- GP Smart Stadium
- Hospitality Network, LLC.
- Dignia Systems Ltd.
- Bell Integration
- Cisco Systems Inc.
- Huawei Technologies Co. Ltd.
- Intel Corporation
- NXP Semiconductors N.V.
- IBM Corporation
- NEC Corporation
- Others

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