

# SACRAMENTO KINGS CHOOSE COMCAST BUSINESS TO DELIVER ENHANCED FAN EXPERIENCE AT NEW INDOOR SPORTS AND ENTERTAINMENT VENUE



Professional Basketball Team to Leverage Gigabit Ethernet Services at Golden 1 Center, Plaza, and Downtown Commons

## SACRAMENTO KINGS MOVE TO NEW, TECHNOLOGICALLY ADVANCED SPORTS AND ENTERTAINMENT COMPLEX

The Sacramento Kings are an American professional basketball team based in Northern California. The Kings are one of the oldest continually operating professional basketball franchises in the nation, and the oldest in professional basketball.

The Kings have played in Sacramento's Sleep Train Arena (formerly ARCO Arena II) since 1988. Ahead of the '16-'17 season, the team will move to a new, world-class sports and entertainment venue, called Golden 1 Center, that will feature cutting-edge technology designed to enhance how fans interact with the team. The publicly-owned venue will open in October 2016, and will be a key attraction in a newly constructed business and entertainment district called Downtown Commons (DOCO).

## SIGNIFICANT BANDWIDTH CAPACITY NECESSARY TO DELIVER ULTIMATE FAN EXPERIENCE

When building its new indoor arena, the Kings sought to deploy a back-end infrastructure that would support the back-end technology systems for concessions, and allow the team to deliver an immersive technology experience for its fans. In addition to establishing a video feed for more than 600 television monitors positioned throughout the arena, the team also sought to deliver free, fast WiFi so fans would have a smooth experience when posting social media updates, and accessing the Kings' mobile app for news, stats, and replays from their wireless devices, and media could research statistics on players and teams, submit stories, transfer videos and images, and interact with their readers via various social media channels.

They also wanted to support the Kings' corporate staff with a cloud-based voice and unified communications service that operated not only in the arena, but in the corporate office and elsewhere in the facility where players and staff were located.

In addition to the arena, the services needed to support the connectivity demands of the DOCO and public plaza that were under construction, which will include bars, restaurants and retail.

### SITUATION

- Professional basketball team
- Moving to new sports & entertainment venue

### CHALLENGE

- Needed scalable capacity to provide WiFi access for fans, team management and surrounding business and entertainment district
- Wanted bandwidth for uploads to television monitors throughout stadium

### SOLUTION

- Comcast Business Ethernet Dedicated Internet
- Comcast Business VoiceEdge™
- XFINITY® from Comcast

### RESULTS

- Free WiFi access for fans and media
- Scalable network capacity to support the surrounding business and entertainment district
- Cloud-based voice and unified communications services

## KINGS MAKE A PLAY FOR UNPARALLELED BANDWIDTH WITH A DOUBLE TEAM OF 100 GIGABIT ETHERNET CONNECTIONS

After evaluating available options from other service providers, the Kings chose Comcast Business for a multi-year agreement to provide 100 Gigabit Ethernet services to Golden 1 Center, the public plaza, and DOCO.

Comcast Business will install fully redundant transport facilities and two 100 Gigabit Ethernet Dedicated Internet circuits. The services will provide the back-end infrastructure enabling the team to provide free WiFi for fans and media, power the Kings mobile app onsite, and supply cloud-based voice and unified communications services for team members at the arena and at the team's corporate offices, where Kings staff relies on scalable bandwidth to support broadcast and graphics, and general daily communications efforts. As a result, the Internet connection at Golden 1 Center, as well as the public plaza and DOCO, will provide a super fast Internet connection, with the ability to handle more than 225,000 Instagram photo posts and 500,000 Snapchat posts per second.

Comcast Business will also provide video to all television monitors throughout Golden 1 Center, allowing patrons to access additional programming while attending concerts and other events at the arena. The new Comcast Business services will not just serve the fans, though. Comcast Business is also providing its Business VoiceEdge cloud-based voice and unified communications system to the Kings' corporate employees at the venue and at the corporate office, so that they can stay just as connected to the events at the arena as the fans are. By leveraging the VoiceEdge mobile app, employees can make and receive calls from anywhere in the arena or on-the-go so that they don't miss an important business-related phone call. They get easy-to-use, high-quality voice services without major capital investment or cumbersome hardware management – plus it is managed in the cloud.

"The best fans in the world deserve the most connected arena in the world," said Sacramento Kings President Chris Granger. "Our partnership with Comcast Business enables fans and visitors to share their experiences and connect online seamlessly. It also provides Golden 1 Center, the public plaza, and DOCO with the connectivity needed to meet the demands of evolving technology."

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