



## HIGH QUALITY FUTURE PROOF SOLUTION GIVES DERBY COUNTY A STADIUM SOLUTION TO BE PROUD OF

Derby County is a football club steeped in history and tradition, having been one of the founding members of the English Football League in 1888, they are one of just ten clubs to have competed in every season since.

In 1997 they moved from their long-time home at the Baseball Ground to a new, purpose-built, modern stadium on the outskirts of Derby city centre; The iPro Stadium. With the passing of time and the changing nature of an increasingly digital world, the technology within the arena needed reviewing and updating. An element of which was the provision of TV services within The iPro Stadium and the lack of digital signage.



Martin Coleman, Technical Consultant at Derby County comments; “Our internal TV channel, DCTV, was delivered on a very poor quality RF network which, while suitable for our initial needs, had deteriorated over the years as we had added more televisions to the network.

“We were very restricted in terms of what we could display, digital signage was certainly out of our reach, and we had no scope to show high definition television, freeview or Sky TV.”

### RECOMMENDED BY THE INDUSTRY

Derby County researched the market, speaking to a number of integrators and Football Clubs to find the best solution for their needs, and chose to implement the Tripleplay Digital Signage and IPTV solution.

Martin added; “We considered several IPTV systems but we wanted one which offered more than ‘just’ a digital signage and IPTV platform, whilst also having the flexibility to adapt to our conference & banqueting requirements which incorporate a huge range of needs. These can include broadcasting videos or presentations in a specific room to streaming live events around the stadium. In the end, Tripleplay was the stand out candidate to offer all of these features and more.”

“WITH THE ADDITION OF DIGITAL SIGNAGE WE’RE NOW ALSO ABLE TO OFFER FRESH, VIBRANT AND ACCESSIBLE ADVERTISING AROUND THE GROUND,”

MARTIN COLEMAN, TECHNICAL CONSULTANT, DCFC

# GENERATING REVENUE AND ADAPTING TO CHANGING NEEDS OF THE CLUB



Tripleplay's solution has been delivered around the stadium via its IP network and integrates with the on-site television studio used to produce and edit content for DCTV.

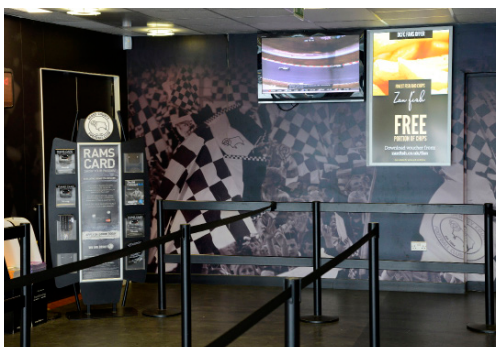
“The Tripleplay solution has provided us the ability to broadcast our internal channel around the concourse on match day, whilst also enabling us to deliver multiple additional high definition TV channels such as Sky Sports News, Sky Sports and BT Sport to corporate lounges, boxes and offices around the stadium.

“With the addition of digital signage we're now also able to offer fresh, vibrant and accessible advertising around the ground, in corporate boxes, lounges, reception areas and hospitality entrances,” continued Coleman.

## NOT SAVING MONEY BUT MAKING MONEY

As well as creating a higher quality and more flexible TV experience within the stadium, the Tripleplay Digital Signage solution has opened up new revenue generating opportunities for Derby County, meaning they do not need to consider if it saves them time or money.

Martin added; “We don't look at the solution as something to save us effort or reduce costs, we're actually generating more revenue because our corporate boxes, lounges and reception areas are broadcasting our products and services in crisp HD, they are far more attractive to a potential sponsor.



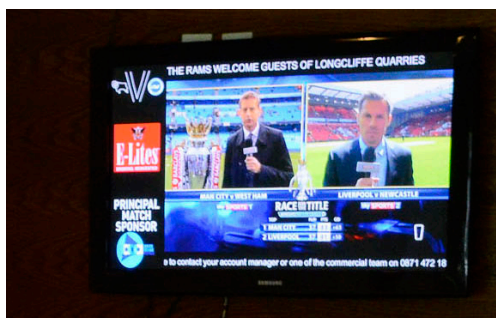
“Tripleplay's management system has also allowed us to aggregate control to all corners of the club, allowing appropriate rights for each user to update adverts and content, ensuring the signage screens are always up to date and relevant.”

## ADDITIONAL BENEFITS

Derby County has also been able to continually develop and extend the solution's use, finding new ways to utilise the technology outside of the normal match day environment.

Martin Coleman continued; “The coaching team have found the system to be more useful than we anticipated, using the Tripleplay solution to view multiple angles of incidents and events during games to better affect change on the pitch and better inform on the training ground.

“The iPro Stadium also now hosts White Collar Boxing matches, and through integration between our on-site TV studio and the Tripleplay system, we have been able to use the solution to live stream these events around The iPro Stadium in high definition. This is something that we never anticipated in any way, and for the Tripleplay solution to be able to accommodate this is a testament to our decision to select them.”



## AT A GLANCE

### KEY CHALLENGES

Over time Derby County FC's stadium technology, in particular its television distribution system, had become dated, limiting its usefulness and restricting quality. Derby County required a solution that could adapt to its changing needs, would be future proof and would match up to the club's ambitions.

### THE SOLUTION

Tripleplay's TripleTV IPTV with TripleLive live camera streaming and TripleSign digital signage were implemented across a stadium wide IP network. The solution was connected to the onsite TV production suite to allow high quality delivery of Derby County's in-house DCTV television channel, whilst digital signage was delivered in high quality to concourse, reception, offices and corporate areas.

### THE BENEFITS

Derby County's Tripleplay solution has enabled them to produce and deliver high quality TV and digital signage within the stadium. Control has been aggregated to multiple departments and multiple teams to ensure that signage is constantly up-to-date, fresh and relevant. Tripleplay's solution has also adapted to DCF's changing needs, being used for special events, by the coaching team and within the conferencing department. The improved quality of TV delivery within the stadium has helped to increase advertising revenues from corporate sponsors.

### TRIPLEPLAY PRODUCTS

TripleSign Digital Signage, TripleTV IPTV, TripleLive Live Camera Streaming, TripleCMS Content Management System.

### ABOUT DERBY COUNTY FC

Derby County Football Club, nicknamed The Rams, is an English football club based in Derby, England. Notable for being one of the twelve founding members of the Football League in 1888, it is one of only ten clubs to have competed in every season of the English football league.