



PARTNERSHIP DELIVERS NEXT GENERATION FAN EXPERIENCE FOR FENERBAHÇE S.K, ICON OF TURKISH FOOTBALL

Established in 1907, Fenerbahçe S.K. is one of the world's best known football clubs, with its Ülker Stadium Fenerbahçe Şükrü Saracoğlu Sports Complex in Istanbul able to hold up to 50,530 supporters.

With a global profile, regular UEFA Champions League football and an army of passionate supporters, Fenerbahçe wanted to ensure it continued to lead the way in Turkish football. Part of this desire was to provide its supporters with an improved experience and to ensure, through investment, that its stadium was the most technologically advanced in the country.

Partnering with its major sponsor, Türk Telekom, Fenerbahçe determined that they wanted to implement the latest in stadium digital signage, IPTV and video streaming and stadium WiFi.

SELECTING THE BEST PARTNER

Türk Telekom investigated many technologies available



to Fenerbahçe, looking for a scalable, cost effective and proven technology to drive its 150 in-stadium television screens. With over fifty stadium and arena deployments already, Tripleplay was seen as a tried, tested and trusted choice to deliver the digital media solution alongside its partner Ericsson.

Aside from the vast experience, Tripleplay's solution also proved to be the least impacting on the stadium's core network and very simple to operate and administrate.

Türk Telekom Connectivity Management Director, Baran Yurdagül commented; "Tripleplay's solution is able to allow us to deliver full HD content to every one of the 150 screens without causing any network problems or impacting bandwidth significantly.

"The platform also provides a very simple to use management interface, allowing us to create our own digital signage content, templates and layouts very easily. Tripleplay's single platform brings with it a variety of features, including video on demand, media streaming and a number of digital signage tools."

"ERICSSON AND TRIPLEPLAY HAVE BOTH WORKED VERY WELL WITH TÜRK TELEKOM, DETERMINED TO DELIVER THE TECHNOLOGY SOLUTION THAT WE WANTED AND THAT A CLUB AS ICONIC AS FENERBAHÇE DESERVES."

GREATER CONTROL, FLEXIBILITY AND LOW NETWORK IMPACT TELEVISION SOLUTION



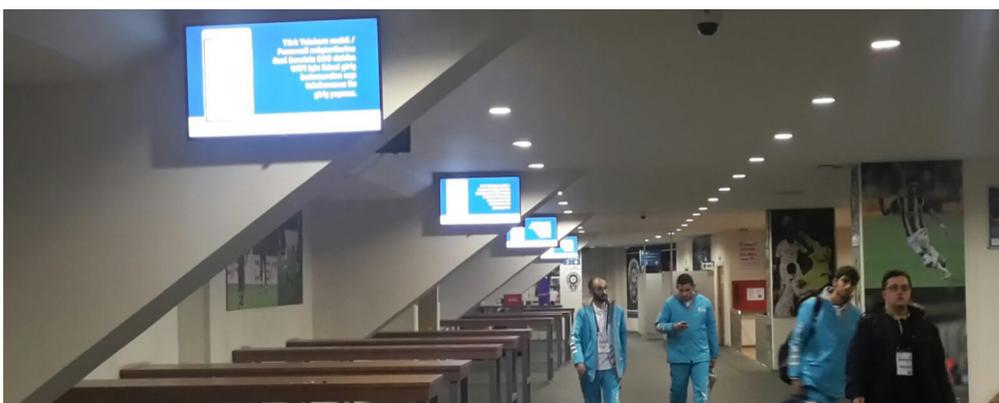
LOW LATENCY MULTICAST VIDEO DELIVERY

As well as reducing the load on the network through its intelligent delivery technology, the Tripleplay platform has also brought other benefits to Fenerbahçe and to Türk Telekom's team.

Before the stadium invested in its new technology, video content was distributed via a standard analogue TV network which, while functional, did not offer the flexibility and quality of an IP based system.

Baran Yurdağül continued; "We have full control of what will appear on screen, designing our own templates and content so we can achieve exactly what we want to achieve. On top of this, Tripleplay and Ericsson have delivered a very high quality solution allowing pre-scheduled advertising images and videos to be distributed around the stadium, ensuring we can promote services to fans when they are in the stadium.

"We also now have the ability to instantly change any screen in the stadium in a moment, giving us opportunities to better engage our fans and to deliver communications with very little notice."



PARTNERSHIPS CREATE SUCCESS

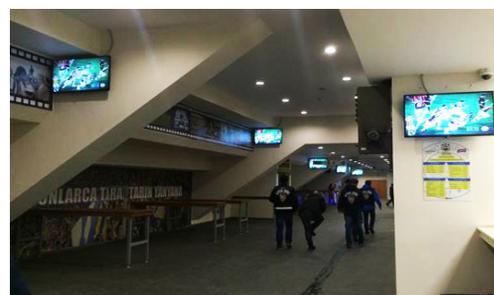
Working together Türk Telekom, Tripleplay and Ericsson have created Turkey's first digital stadium, a market leading fan experience and a future proof platform for Fenerbahçe S.K. to use for many years to come.

With the modular nature of the Tripleplay software platform, Fenerbahçe S.K. will benefit from future feature releases, software upgrades and access to a new products that are developed; ensuring their investment is protected.

Baran Yurdağül continued, "Ericsson and Tripleplay have both worked very well with Türk Telekom, determined to deliver the technology solution that we wanted and that a club as iconic as Fenerbahçe deserves.

"We believe that together we have achieved this, continuing to work together to ensure that Fenerbahçe S.K. continues to lead the way in Turkish football."

The Tripleplay platform also integrates into Fenerbahçe's fan engagement app, allowing fan images and social media shares appear on stadium screens.



AT A GLANCE

KEY CHALLENGES

One of Fenerbahçe S.K.'s major sponsors, Türk Telekom decided to invest in creating Turkey's most technologically advanced sports arena at the Fenerbahçe Ülker Stadium. Part of this investment would be to deliver a stadium WiFi solution, two mobile applications, full IPTV, digital signage and fan engagement technology. They needed this technology to have minimal network impact, provide flexibility of delivery and be simple to use.

THE SOLUTION

Türk Telekom worked with Ericsson Turkey and Tripleplay to create a world-class network infrastructure and a 150 screen IPTV and Digital Signage network across the 50,000 seater stadium in concourses, corridors, corporate facilities and player areas.

THE BENEFITS

The Tripleplay solution was incredibly easy to use for the stadium team, with its flexibility meaning they could deliver any content to any screen at any chosen time. The solution also proved to be incredibly network efficient, meaning it had virtually no impact on available bandwidth within the arena.

TRIPLEPLAY PRODUCTS

TripleTV IPTV, TripleSign Digital Signage.