



## DIGITAL SIGNAGE BRINGS IMPROVED COMMUNICATIONS, MOTIVATION AND ENTERTAINMENT AT LEADING A-LEAGUE SIDE

Melbourne City Football Club is a professional football club that competes in the major Australian domestic competition, the Hyundai A-League, the top tier of women's football, the Westfield W-League, and the Foxtel National Youth League. The Club was formerly known as Melbourne Heart FC. Melbourne City FC is owned by a consortium involving the City Football Group, which also owns English Premier League club Manchester City FC and Major League Soccer club New York City FC.

Following the acquisition in 2014 by City Football Group, reliable local and global communication became a key focus for the club, with the Melbourne office requiring regular dialogue with City Football Group's offices in London and Manchester in the UK and NYCFC in the US.

Assessing their options, Melbourne City FC took a lead from the work done by their sister club, Manchester City, and investigated the use of Digital Signage as a way of

interacting in a dynamic, effective and modern way.

Ian Wilson is the Head of Infrastructure at City Football Group (Australia) and was key in choosing the right platform for Melbourne City, "Our colleagues in the UK had done a lot of work in finding a technology partner for its Digital Signage deployment at the Etihad Stadium and the head office in London and so, acting on their recommendation, we engaged with Tripleplay's Australian team to find out exactly how their solutions could be of benefit to us.

"We needed a technology that would replace or complement our existing communications method of email, SMS and word of mouth, would be easy to operate, enable both local and global communications and could be used for both players and staff."

Following a period of internal discussion and analysis of leading solutions the Tripleplay platform was selected and deployed at City Football Group's Melbourne headquarters, linking to Tripleplay solutions implemented in both Manchester and New York allowing true global communications.



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**IAN WILSON, HEAD OF INFRASTRUCTURE,  
CITY FOOTBALL GROUP (AUSTRALIA)**

# TRIPLEPLAY PROVIDES SINGLE PLATFORM SOLUTION FOR GLOBAL FOOTBALL FAMILY



## CENTRAL AND LOCAL MANAGEMENT

A Tripleplay solution was implemented at City Football Group's regional headquarters in Melbourne, delivering Digital Signage and IPTV across their local area network (LAN), controlled centrally but with the ability to update via the organisation's wide area network (WAN) from the UK too.

Ian Wilson commented, "Digital Signage is a very visual medium for communication so helps to ensure players and staff are aware of what is going on within the group."

With integrated IPTV also available on screen it creates a much more eye catching design and entertains and informs simultaneously.

"Using Tripleplay's technology has saved us a lot of time in getting our messages out and heard, along with time saving there is always a monetary value; time is money as the saying goes, so the investment has been really worthwhile for us. The ability to control both locally and from afar has given us a very agile and versatile communications platform."

## MOTIVATION AND PRE-MATCH INSPIRATION

Aside from the planned benefits of

the Tripleplay Digital Signage and IPTV solution, there has been an unexpected use and benefit as the playing side of Melbourne City FC has utilised the solution to motivate and inspire players before games.

Wilson added, "In the run up to games we're playing loops of great moments from the season gone and highlights of games against our upcoming opposition, helping us create a buzz around the club and helping to inspire the team to success.

"It has been an added benefit and really popular around the club and within the City Football Group. We are really pleased with our decision to work with Tripleplay, their solutions are constantly evolving and they view their work with City Football Group and its teams as a partnership and relationship."

Tripleplay solutions are also in use at City Football Group headquarters in London, New York and Manchester, with its connected stadium technology in use at Manchester City's Etihad Stadium and training ground.



## AT A GLANCE

### KEY CHALLENGES

Following the purchase of Melbourne City Heart FC in 2014 by the City Football Group, and subsequent rebrand to Melbourne City FC, there was an increased need for a dynamic, eye-catching and comprehensive internal global communications platform.

### THE SOLUTION

With a pre-established relationship with Tripleplay in the UK and USA, Melbourne City FC approached Tripleplay in Australia. Tripleplay proposed a Digital Signage and IPTV platform to compliment the existing email, word-of-mouth and SMS communications, providing timely communications, global access for update and live TV and streams allowing each club to keep abreast of latest news and City Football Group games.

### THE BENEFITS

Melbourne City FC staff are better connected to their City Football Group colleagues around the world, have an instant, impacting and dynamic communications platform and entertainment in all areas of their main Australia head quarters. The Tripleplay platform delivers both central and local messaging.

### TRIPLEPLAY PRODUCTS

TripleTV IPTV, TripleSign Digital Signage, TripleCMS Content Management System

