DIGIT ARENA

MAXIMIZE YOUR SPORTS ADVERTISING REVENUE

DigitArena's unique technology not only customizes advertisements but also personalizes the content based on viewer demographics. Through the use of this technology, sponsors, marketing agencies, sport administrations and event organisers are able to drastically increase their advertising revenue.

HOW CAN WE HELP YOU?

Sports Stadiums

Increase your advertising revenue by enabling different ad content to be viewed by remote audiences.
DigitArena can secure lucrative sponsorships where regulations forbid certain ads/ brands in other countries.

Sports Governing Bodies & Marketing Agency

Introduce a new service to your clients by enabling to sell localized advertising in specific remote regions, directly increasing your revenue. With DigitArena, you can open new markets for you and your ad agencies and therefore increase your inventory.

Distribution Provider

With the use of DigitArena's box, you will be able to generate personalized content with a unified distribution. The additional cost of personalized content is therefore eradicated directly increasing your advertising sales possibilities.

HOW MANY TIMES CAN YOU SELL YOUR BILLBOARD?

The real question is: what prevents you from selling unlimited billboards throughout a single event? The answer is simple, your limited assets restrain the sale of billboard space. With DigitArena we enable to sell more assets at a lower distribution cost. Instead of having a single individual feed per geographic location, our software cuts the feed distribution cost by creating the graphic ad transformation on site.

OUR REVENUE GENERATING PRODUCT

DigitArena's proprietary imaging software and detection hardware enables in-stadium advertising banners to appear as different banners to TV viewers in different regions. Advertising can be tailored for both TV and the growing Augmented Reality (AR) audiences. Now an event organizer can buy DigitArena advertisement replacement services and increase their advertising revenue by selling geography-based sponsorships.

Our Deliverables

Remote Graphics Overlay

- Language customisation per destination
- Sponsorship customisation per destination

Virtual Advertising

- Indoor Banner Pitch-Side (Non Uniform or dynamic backgrounds support)

Personalisation Box

- No distribution cost
- Downlink personalisation

KEY BENEFITS

- Full control which language, sponsor or logo you display for your target clientele in different geolocations
- Limit the feed distribution costs by inserting the graphics at the destination
- Creating a unique, attractive and personalized experience resulting in higher customer satisfaction - valuable to rightsholders and sponsors