

SUCCESS CASE

LEVANTE UD: Building a smart stadium



Results

- **OVER 15,000** OF THE CLUB'S SEASON TICKET HOLDERS CAN NOW ACCESS THE STADIUM THROUGH NFC TICKETS STORED IN THEIR **GOOGLE OR APPLE WALLETS**, DRASTICALLY REDUCING TIME TO ENTER THE VENUE
- WITH MORE FAN DATA BEING CAPTURED INSIDE THE STADIUM, THE CLUB PLANS TO ADAPT ITS **MATCHDAY EXPERIENCES** TO BETTER CATER TO ITS FAN PREFERENCES, FROM THE LAYOUT OF FACILITIES TO THE SHARING OF EXCLUSIVE PUSH NOTIFICATIONS

"Technological innovation helps our club stay at the heart of the fan community by catering to the needs of our fans. With the ability to enter the stands digitally, we bring ourselves in line with other major entertainment offerings while generating new data that can help us to get even closer to our most loyal supporters."

OSCAR COPADO

RESPONSABLE DE IT DEL LEVANTE UD





About the club

Levante UD is the oldest club in **Spain's Valencian** community and has competed in the top divisions of Spanish football for the majority of its existence. Driven by its values of inclusivity, the club has built one of the strongest fan communities in Spanish football, who regularly fill the newly-renovated Ciutat de **València stadium**.

The heart of the community

- After extensive refurbishment in 2020, the club is focused on providing a world-class fan experience inside the Ciutat de València stadium, investing in the latest lighting and video technologies to create a lasting spectacle
- Working with Sportian, it has deployed new NFC access at all of its turnstiles to help fans enter the venue quickly and easily using their phones or smartwatch, allowing for more time to be spent inside the ground, building an electric atmosphere before the match begins.
- As a club that seeks to reward fan loyalty and generate a community spirit, Levante will also use the stadium access data to generate real-time communications with its fans and make their experience more personal and memorable



