

STADIUM

TECH REPORT



Stadium Connectivity Outlook Survey

Results and Analysis

Presented by: Stadium Tech Report & **verizon**
business

RESEARCH OVERVIEW

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Stadium Tech Report conducted the 2025 Stadium Connectivity Outlook survey in a partnership with Verizon. The research was conducted to find out the "state of the stadium" marketplace as it pertained to issues around venue connectivity and technology deployments, including:

- What were their investment priorities in connectivity and related technologies
- What fan experience pain points could connectivity and other related technologies help solve
- How would connectivity investments and strategy benefit the business bottom line
- How would venues also solve for necessary security measures in a more-connected world

METHODOLOGY

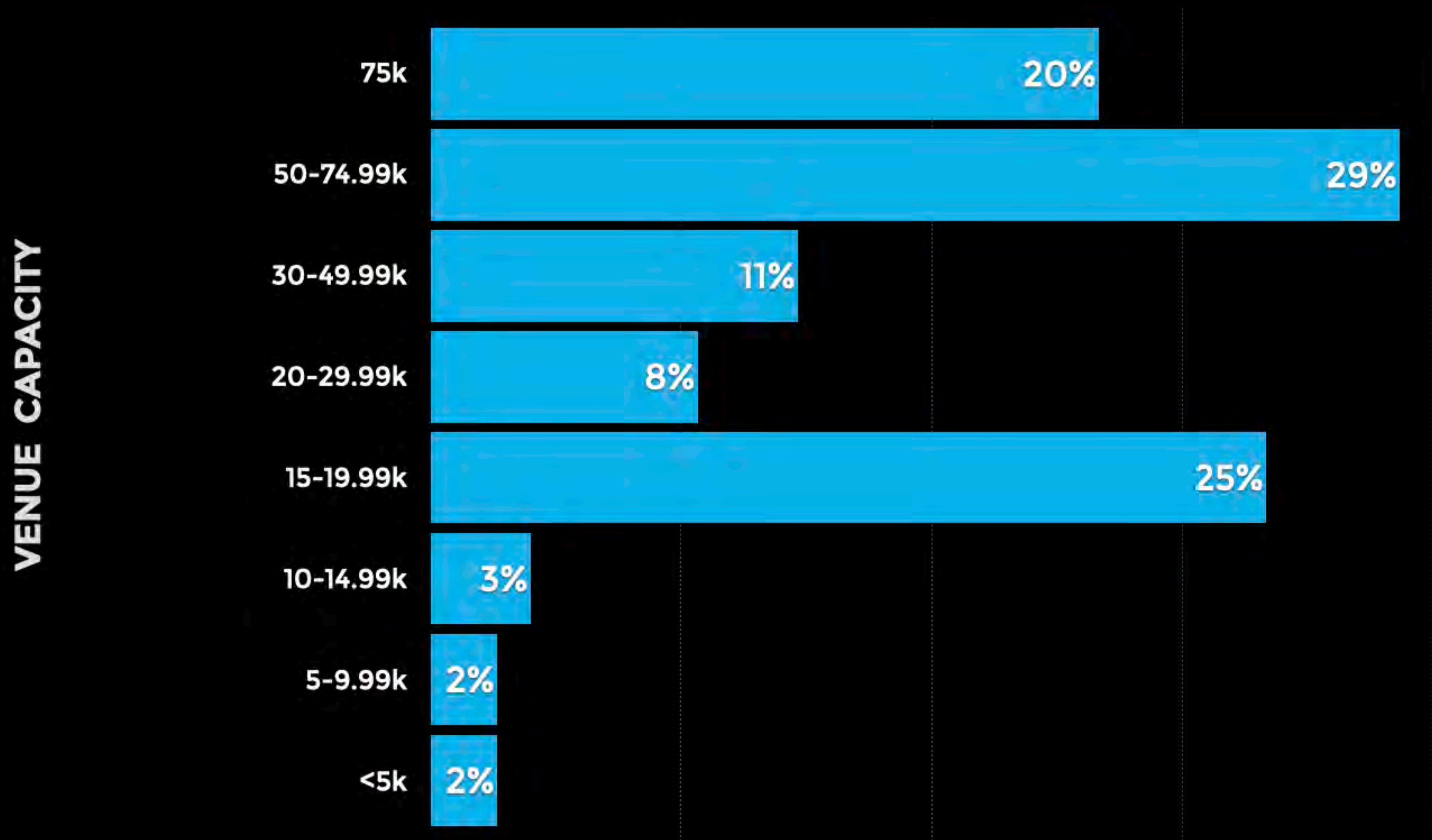
- The survey was conducted online by Stadium Tech Report during July and August, 2025, targeting our reader audience of stadium technology professionals. This includes people working directly for teams, schools and venues, as well as consultants contracted to assist venues in their technology deployments
- This was a blind data collection process. Verizon was not identified as the co-sponsor of the survey.



RESEARCH OVERVIEW

VENUE PROFILES

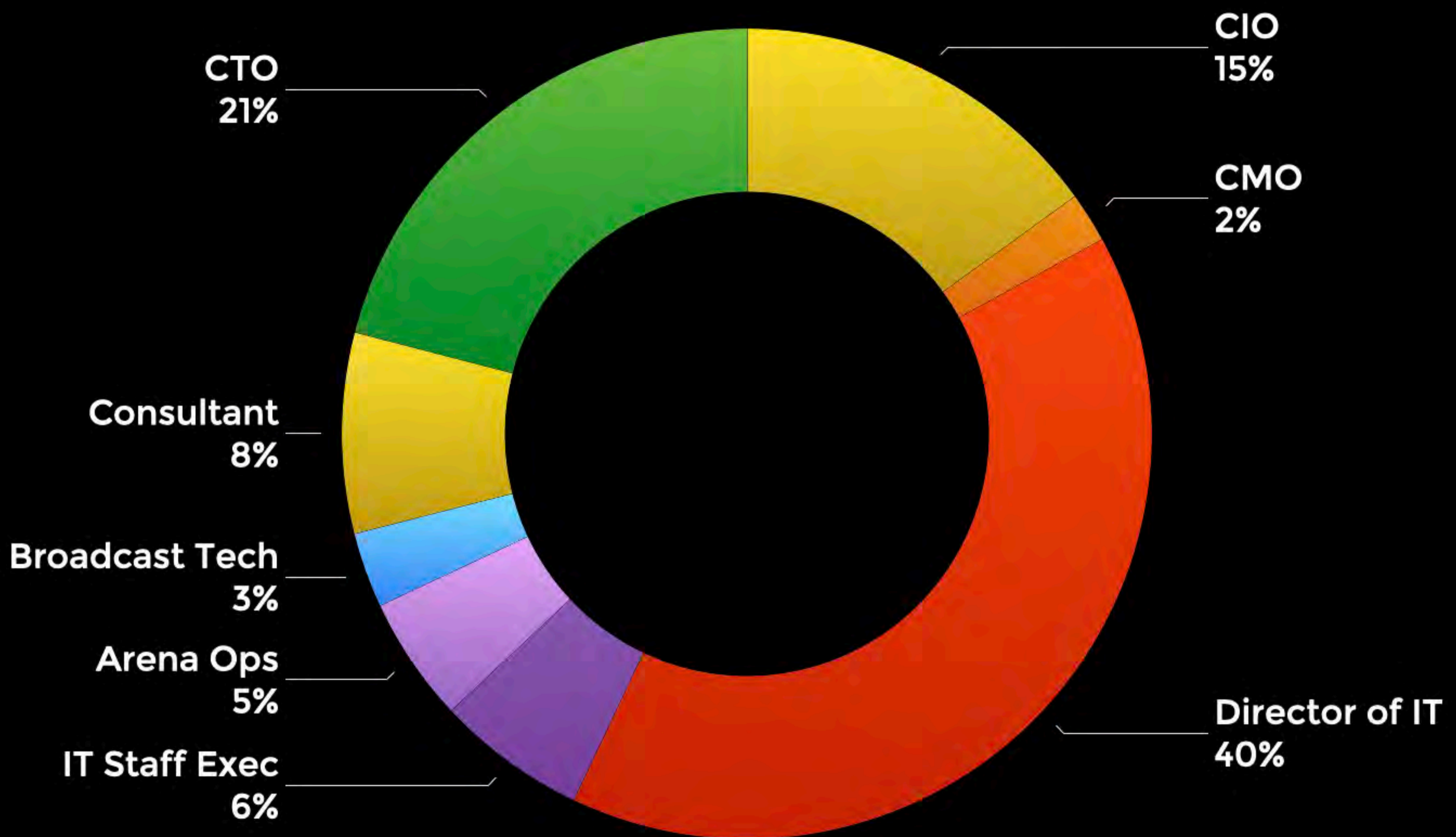
Respondents came from all corners of the stadium and arena world, including representatives from the NFL, MLB, NHL, NBA and MLS U.S. professional leagues. There were also respondents from a wide range of major U.S. universities, as well as from smaller schools and venues, like concert halls and convention centers.



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RESPONDENT PROFILES

Approximately 40 percent of respondents are directors of IT; 21 percent of respondents are CTOs, and 15 percent of respondents are CIOs.



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KEY TAKEAWAYS

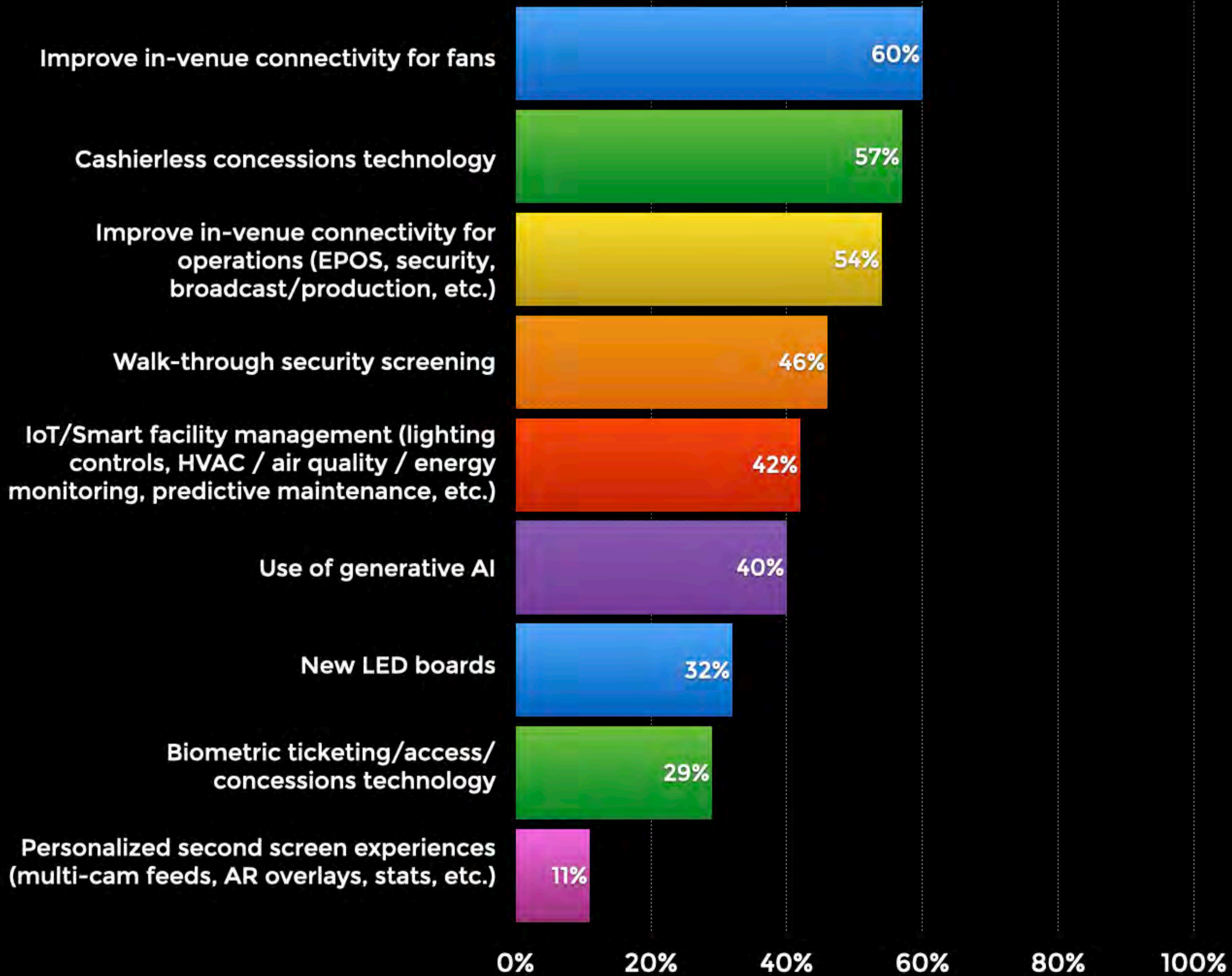
1. Lowering operational costs is a runaway leader for top challenge among venues for 2026, continuing a three-year trend.
2. Improved wireless connectivity and cashierless concessions technology are the top roadmap items for venues in 2026.
3. Larger venues may be leading the way on private wireless network deployments; for all venues, back-of-house use and security operations are the top private-network application interests.
4. Use of generative AI is growing, with a third of venues already reporting some use of Gen AI applications.
5. Venues are less sure of their security posture, with more venues saying their stance is "not good enough," compared to the previous year's survey when it comes to their overall security and their digital transformation strategy.

DETAILED FINDINGS

Improving in-venue connectivity for fans and cashierless concessions technology are at top of mind for venues, continuing a two-year trend.

SURVEY QUESTION:

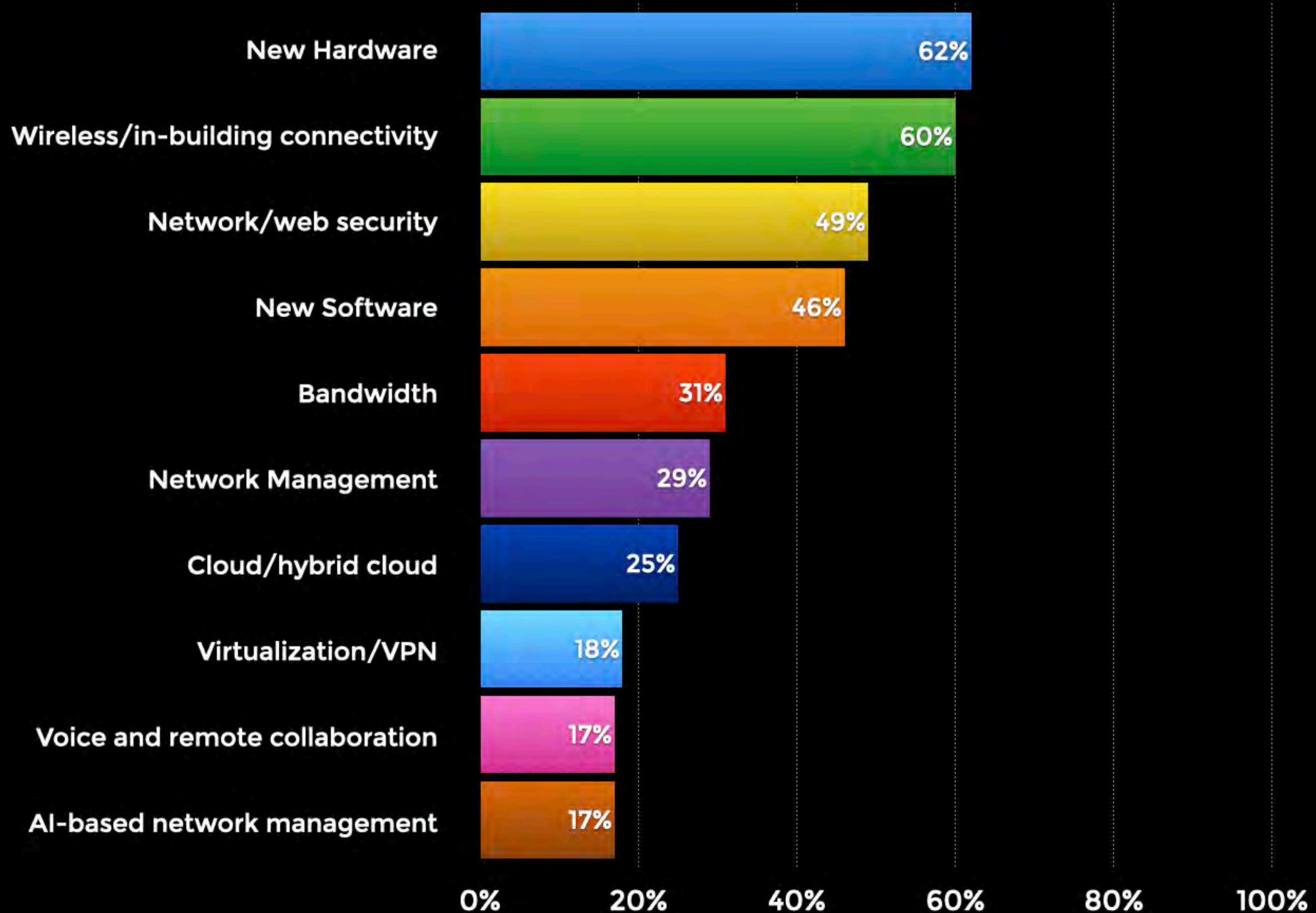
Which initiatives are on your roadmap for 2025? Check all that apply.



New hardware, wireless and in-building connectivity and network security spending leads the list of planned IT infrastructure investments.

SURVEY QUESTION:

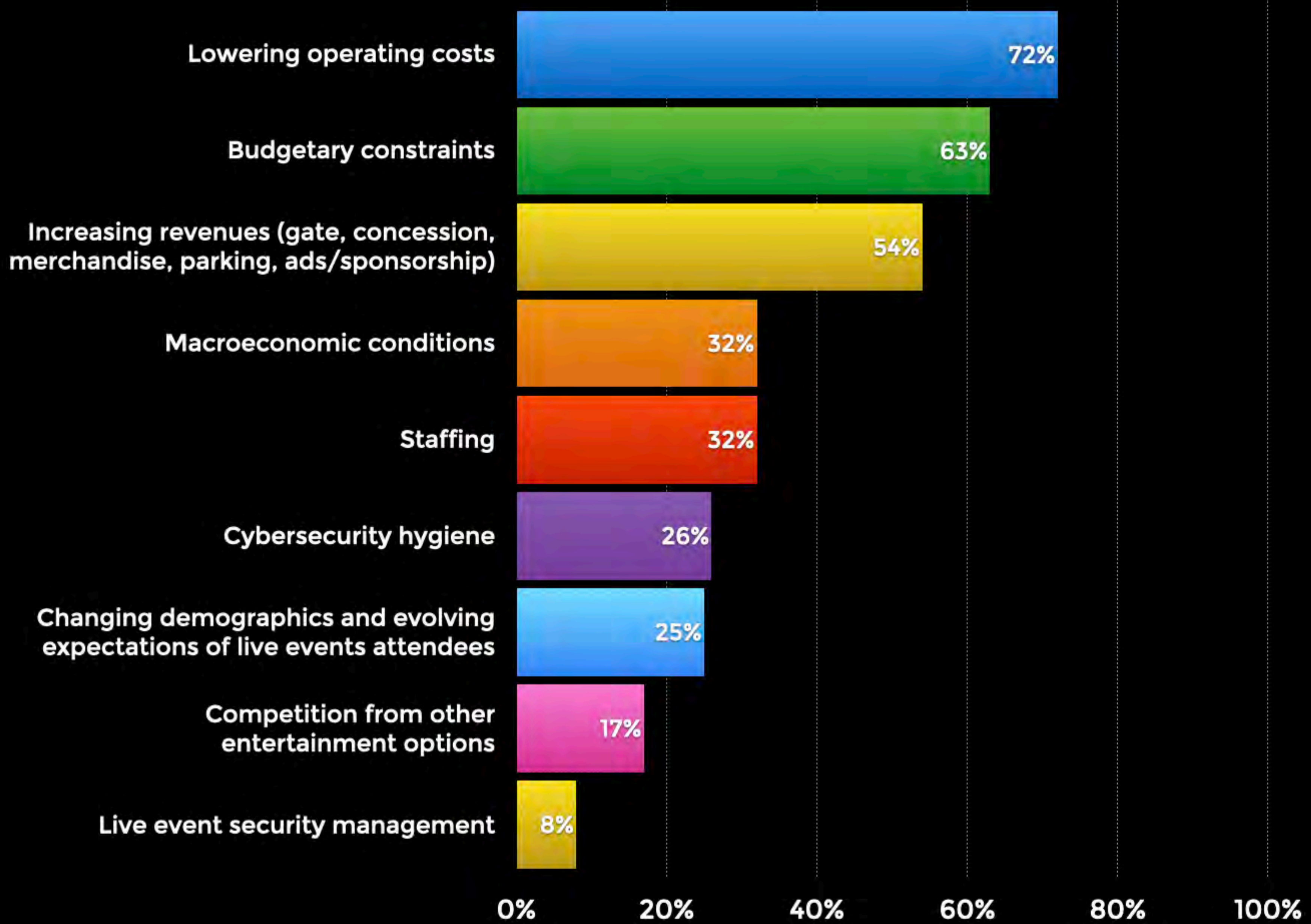
Which areas will you be making changes in your IT infrastructure to support growth or reduce operating costs over the next 12-18 months?
Check all that apply.



Lowering operational costs is a runaway leader for top challenge among venues for 2026, continuing a three-year trend.

SURVEY QUESTION:

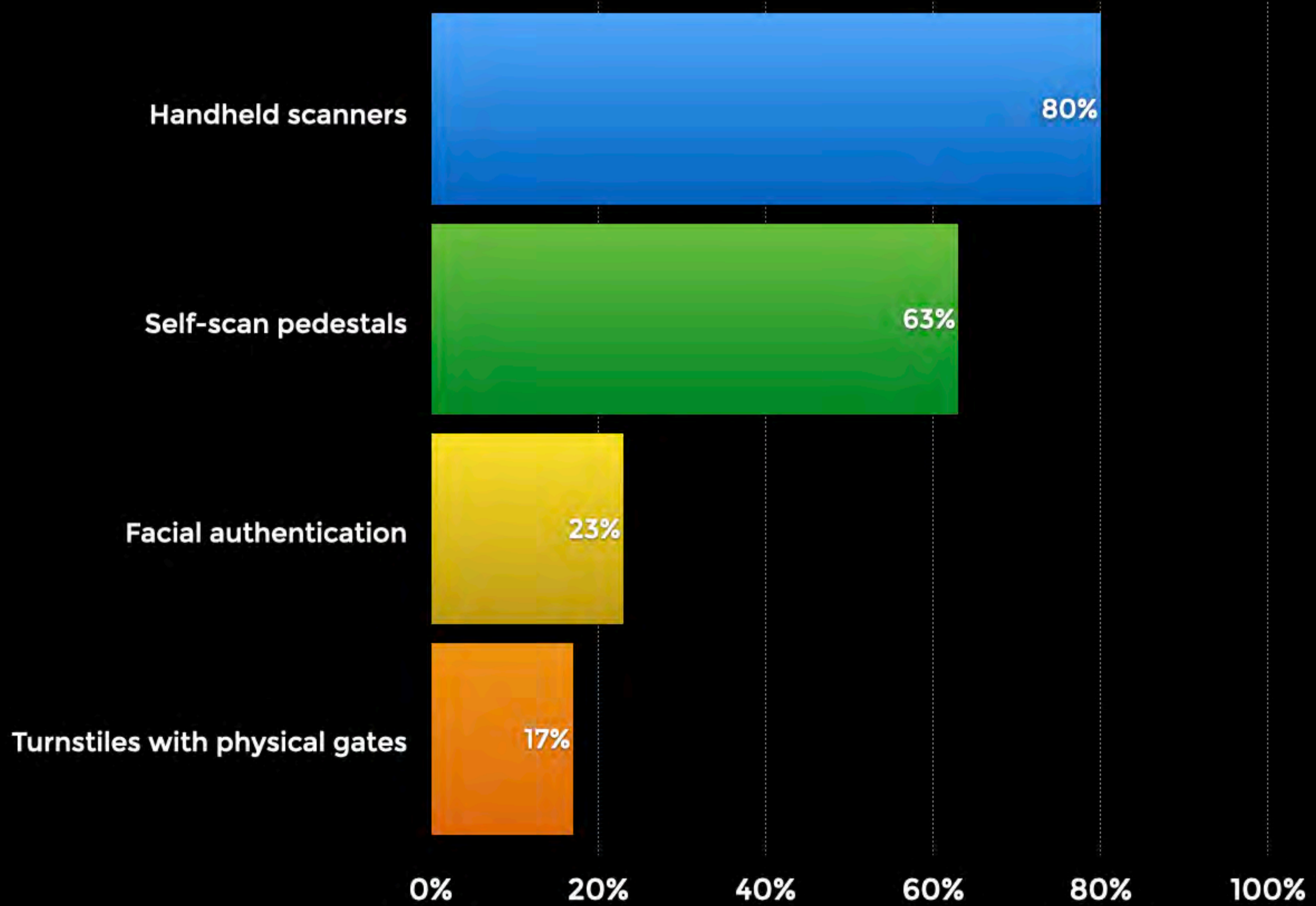
What are the biggest challenges you face in the next 12 months? Check all that apply.



Handheld and self-scan pedestals are the wide majority of ticketing or entry technology used.

SURVEY QUESTION:

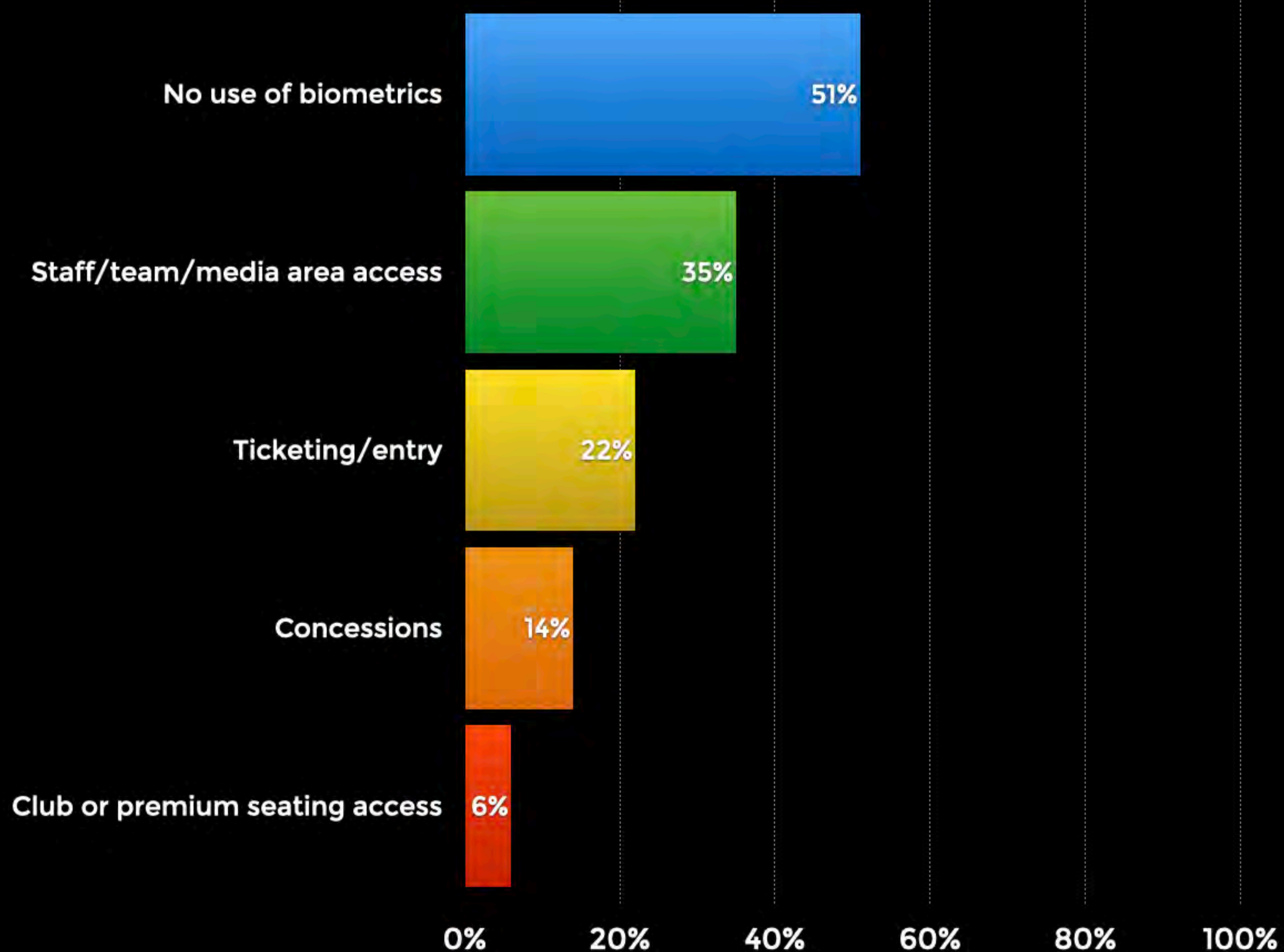
What type of ticketing or entry technology is your venue using (check all that apply)?



Biometric authentication technology use shows steady growth, with top three use categories all up from 2024.

SURVEY QUESTION:

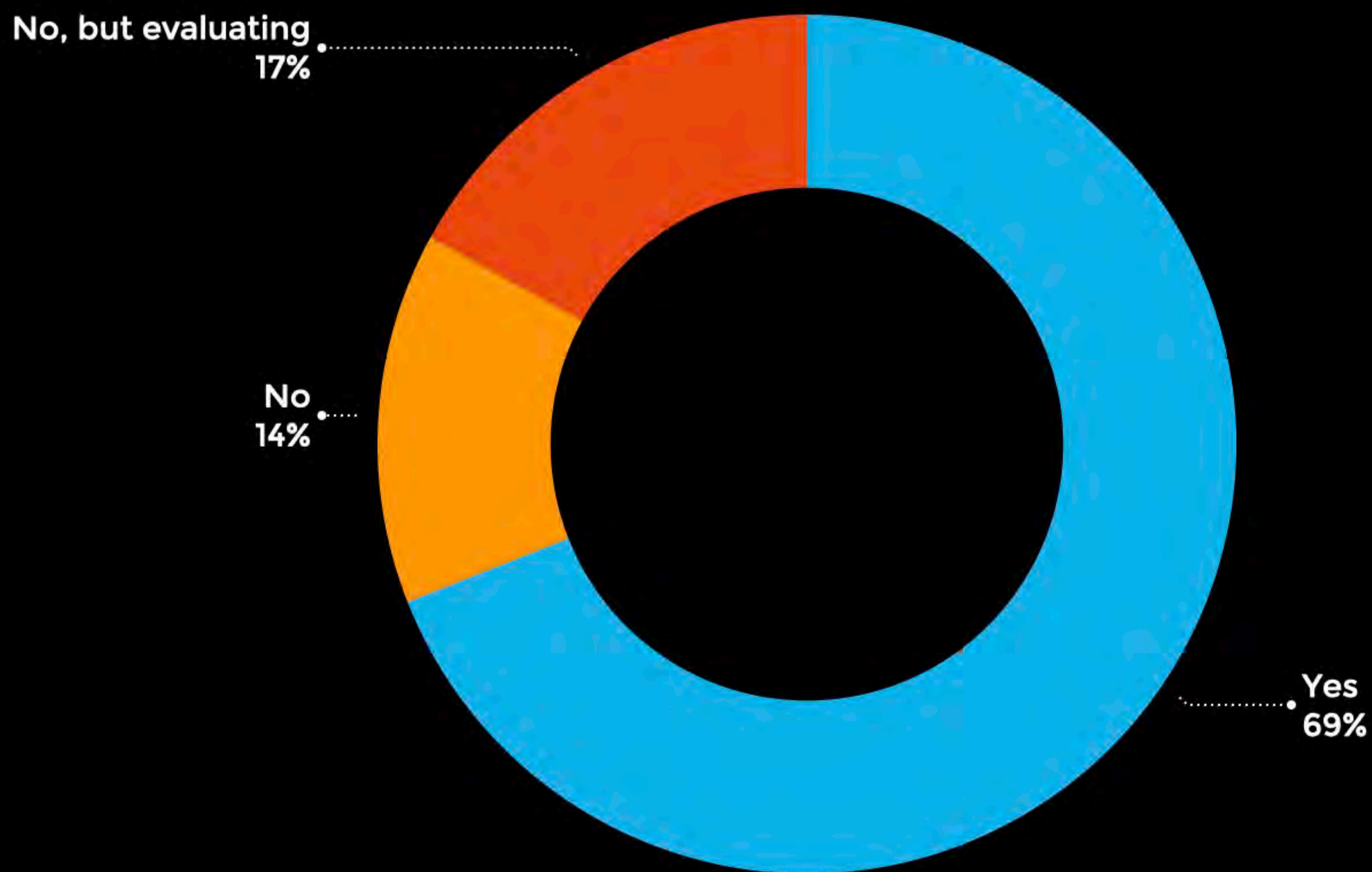
Does your venue use facial or other biometric authentication technology for any of the following functions? Check all that apply.



Walk-through security screening usage stays steady, mirroring last year's results.

SURVEY QUESTION:

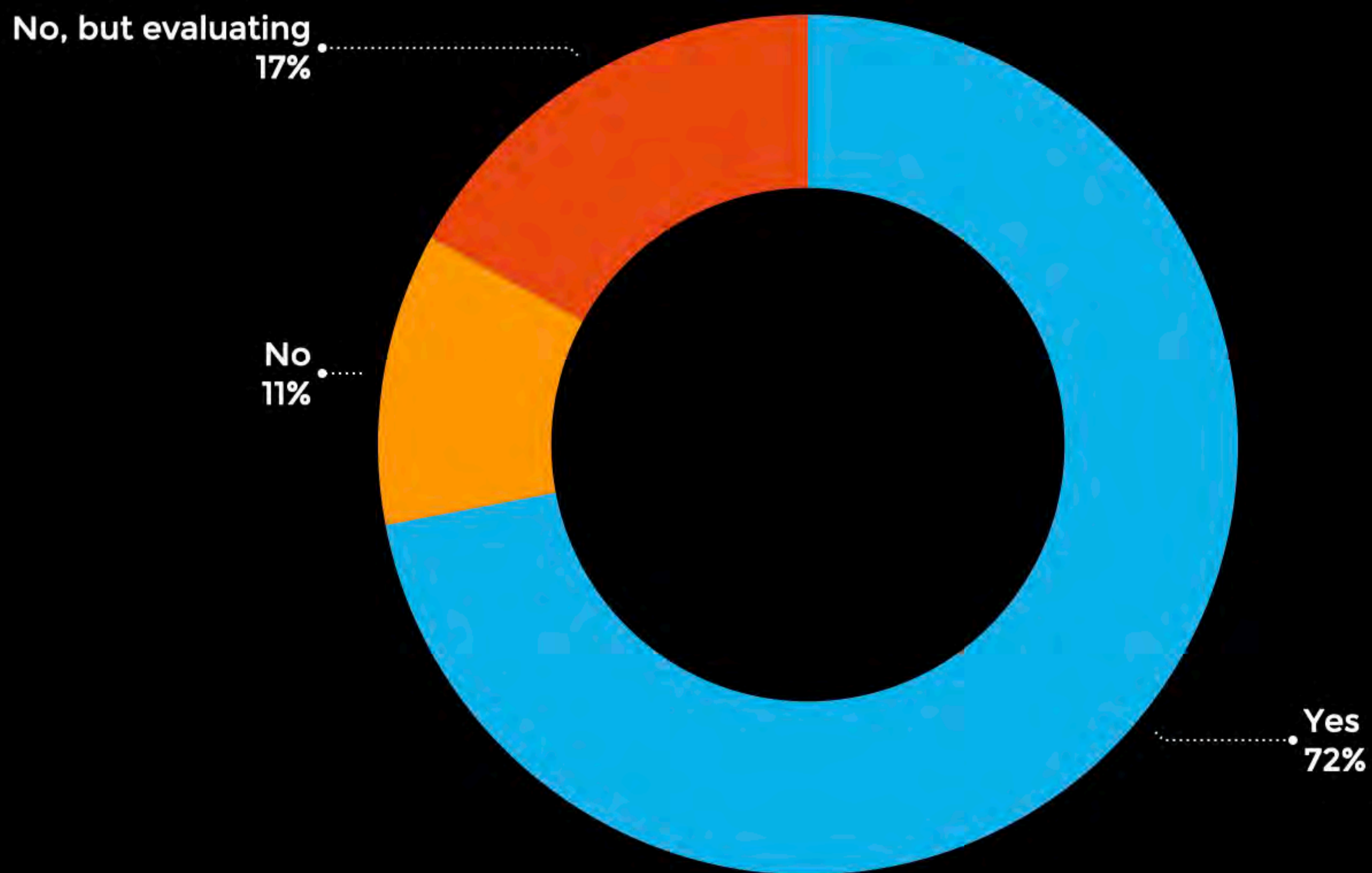
Does your venue have walk-through security screening?



Cashierless concession technology use shows small growth over 2024 survey.

SURVEY QUESTION:

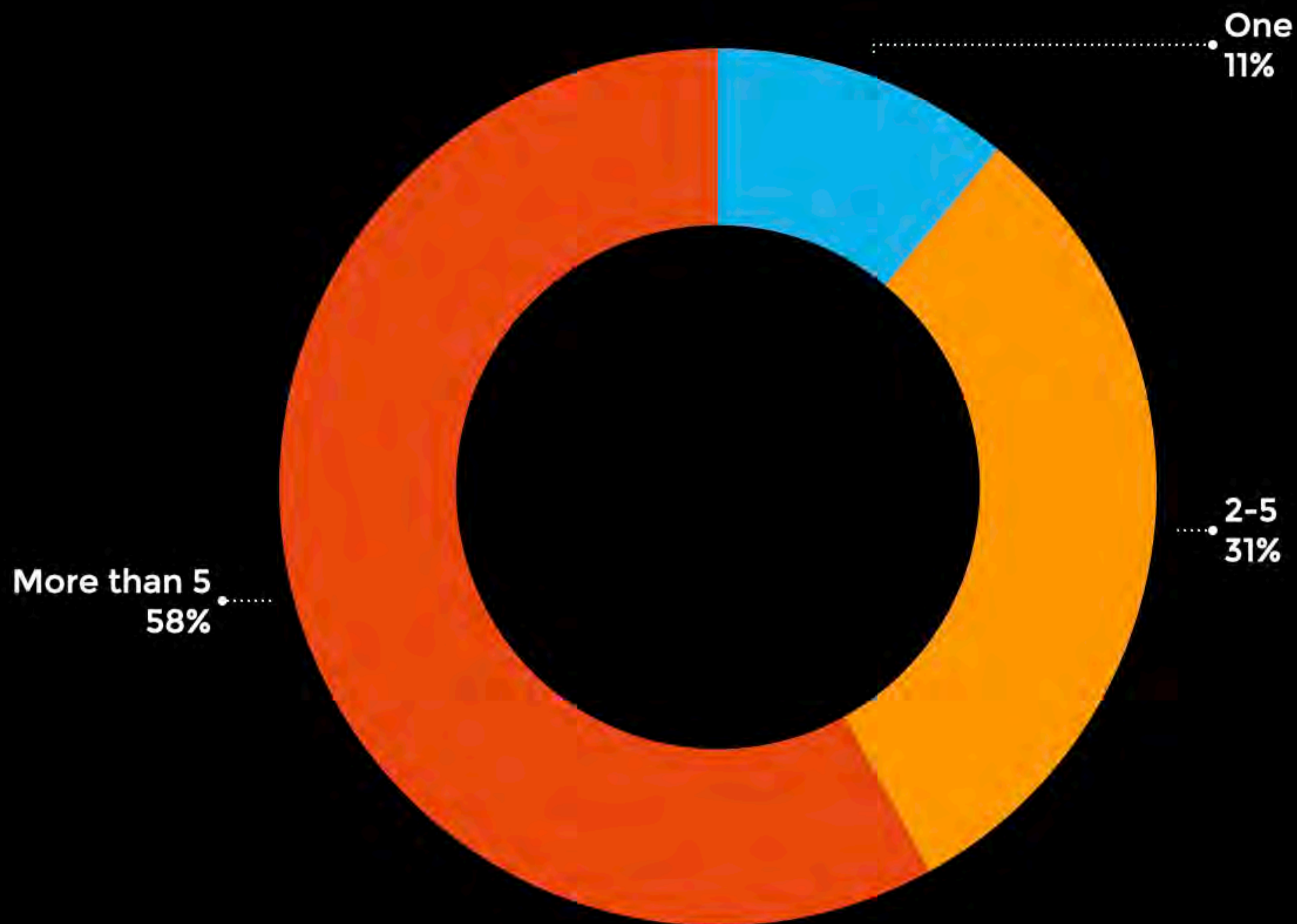
Does your venue have concession stands with cashierless checkout technology?



Venues with five or more cashierless checkout concession stands increase by 8 percent compared to last year.

SURVEY QUESTION:

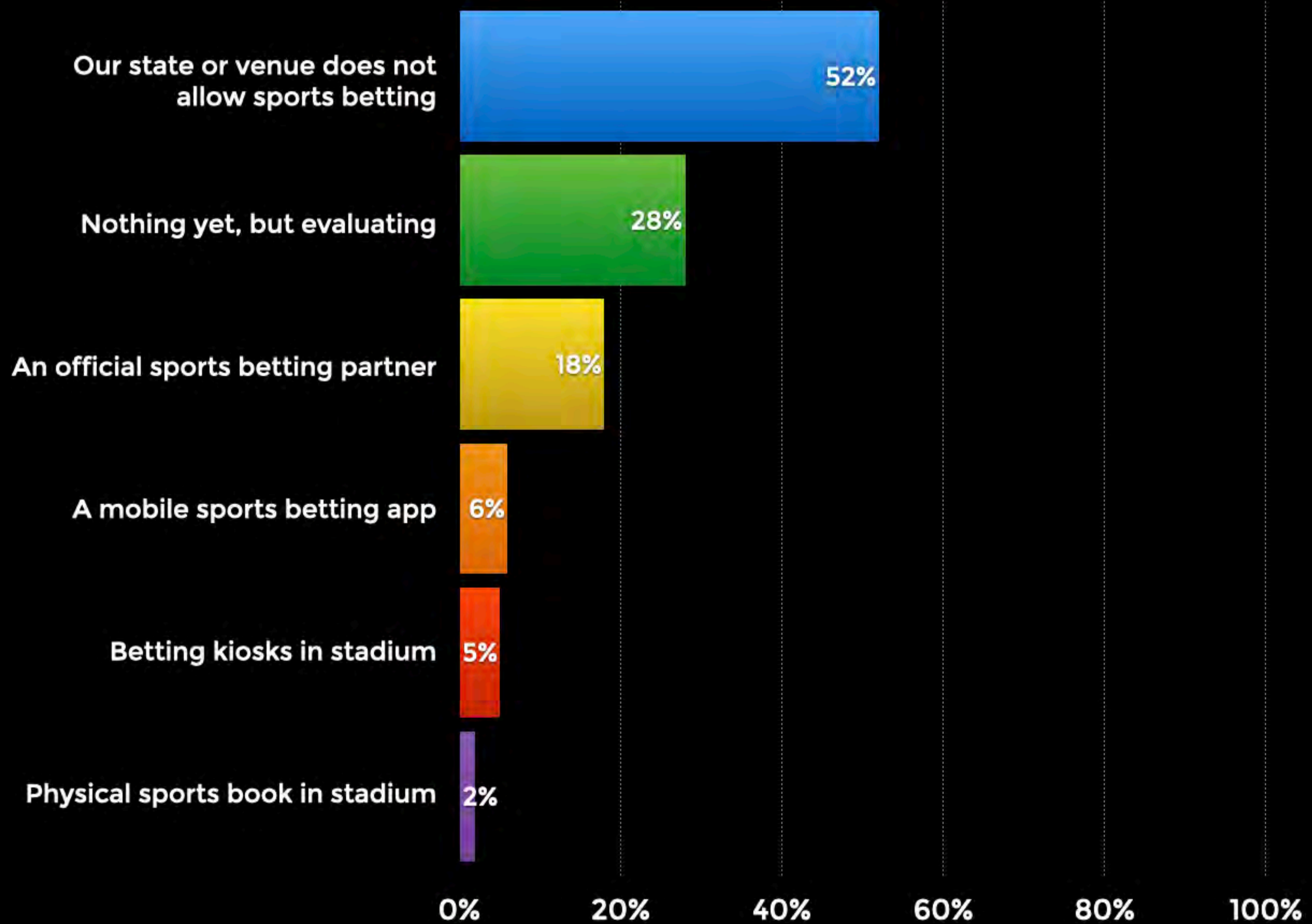
If yes, how many cashierless checkout concession stands does your venue have?



In-venue sports betting activity stagnant compared to last year.

SURVEY QUESTION:

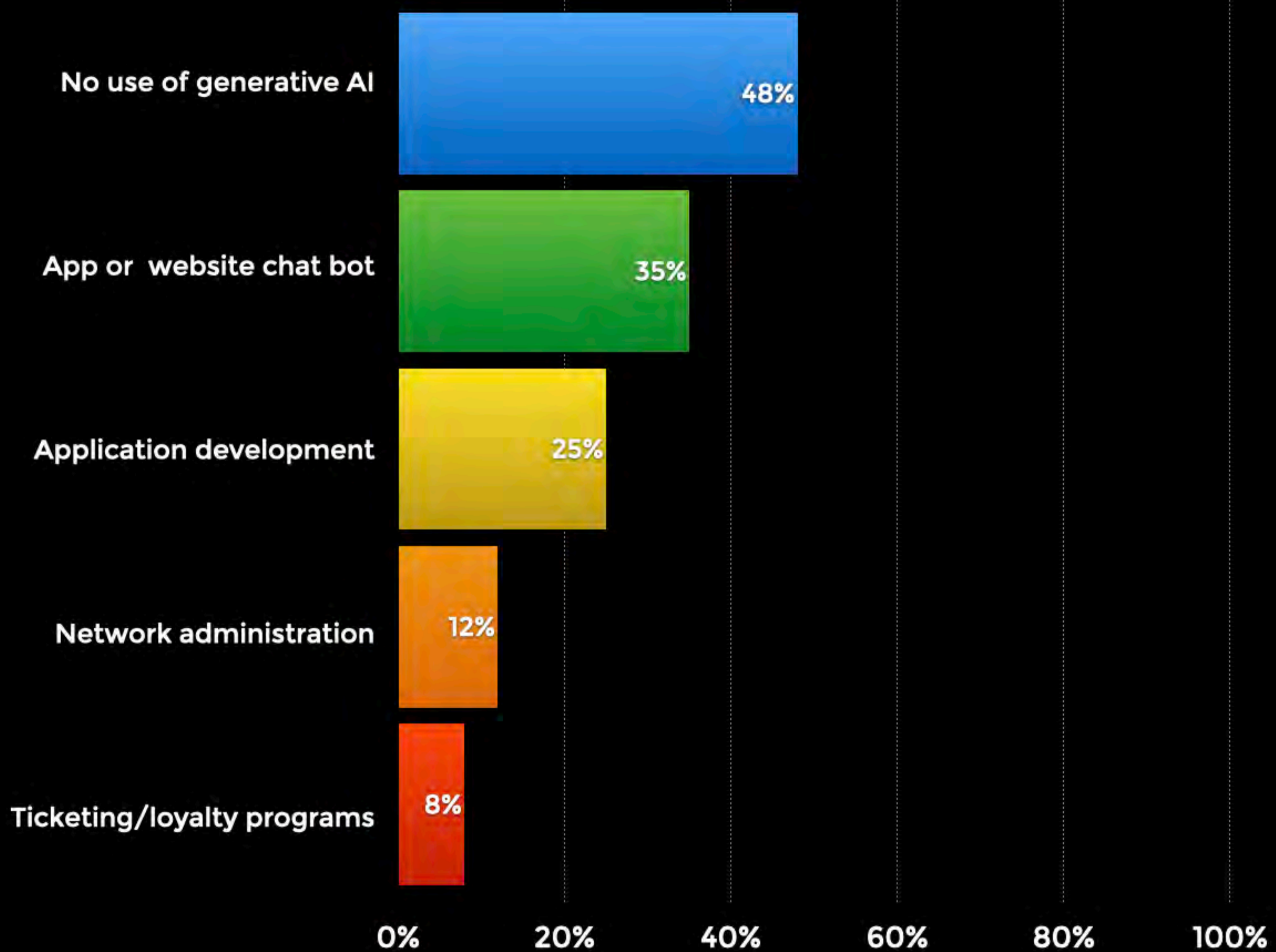
Does your venue have (Check all that apply):



App or website chat bot and application development are top uses of generative AI technology for venues (new question this year).

SURVEY QUESTION:

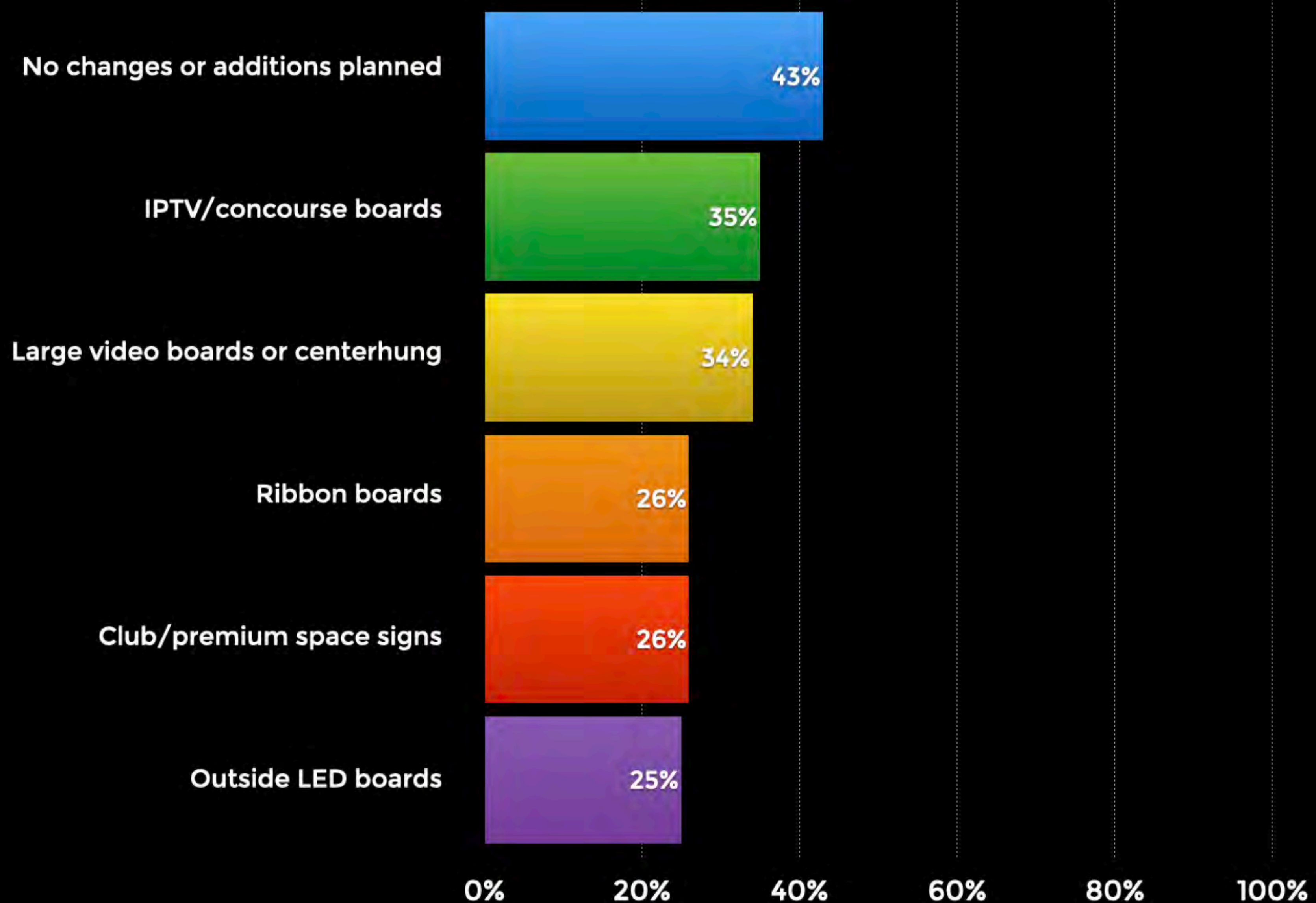
How is your venue using generative AI technology (check all that apply)?



IPTV/concourse boards and large video board or centerhung top categories for new or replacement LED deployments (new question this year).

SURVEY QUESTION:

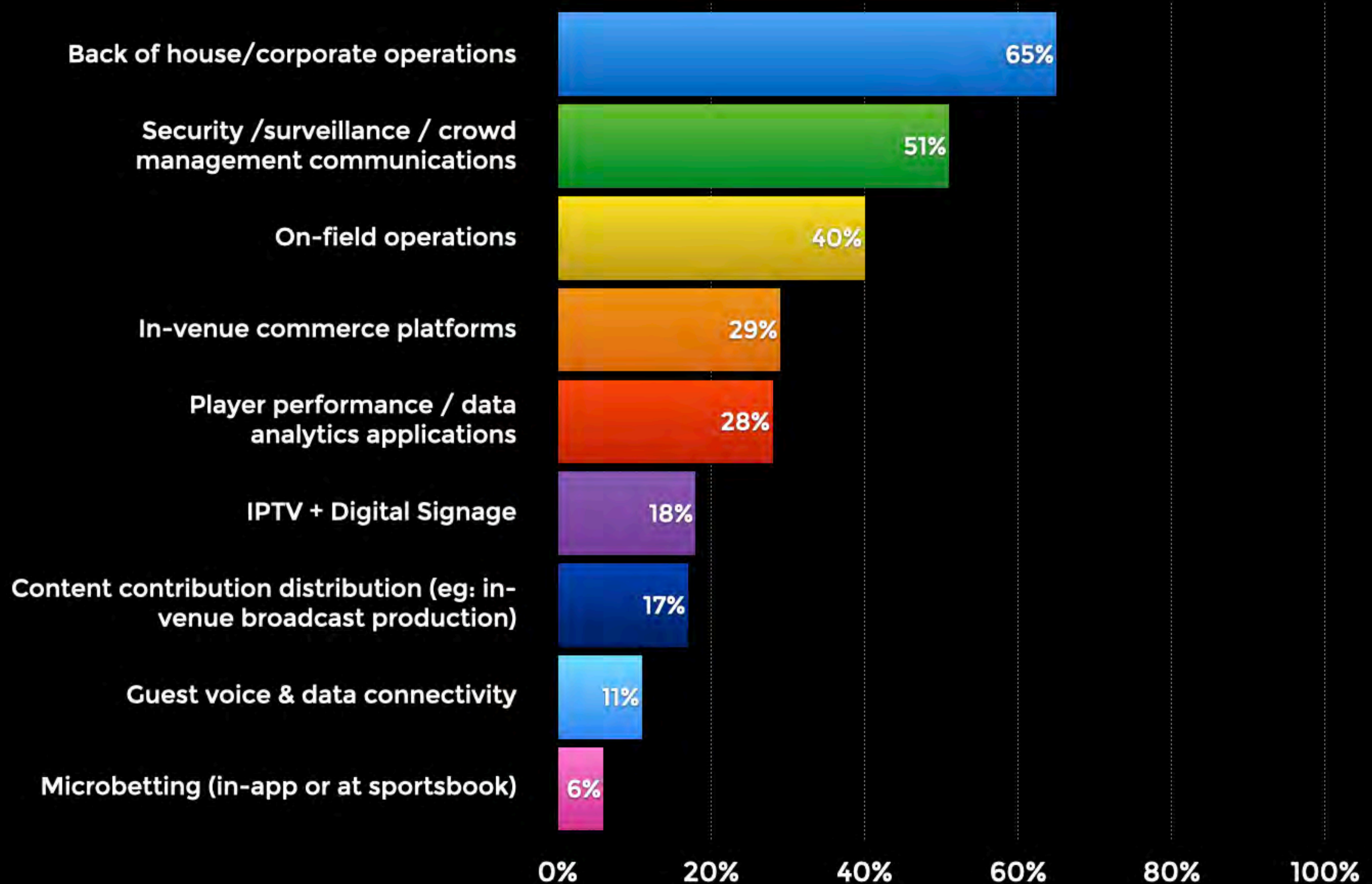
Is your venue looking at buying new or replacement LED boards for the following use cases. Check all that apply.



Interest in back-of-house use for private-network application jumps 13 percent from last year.

SURVEY QUESTION:

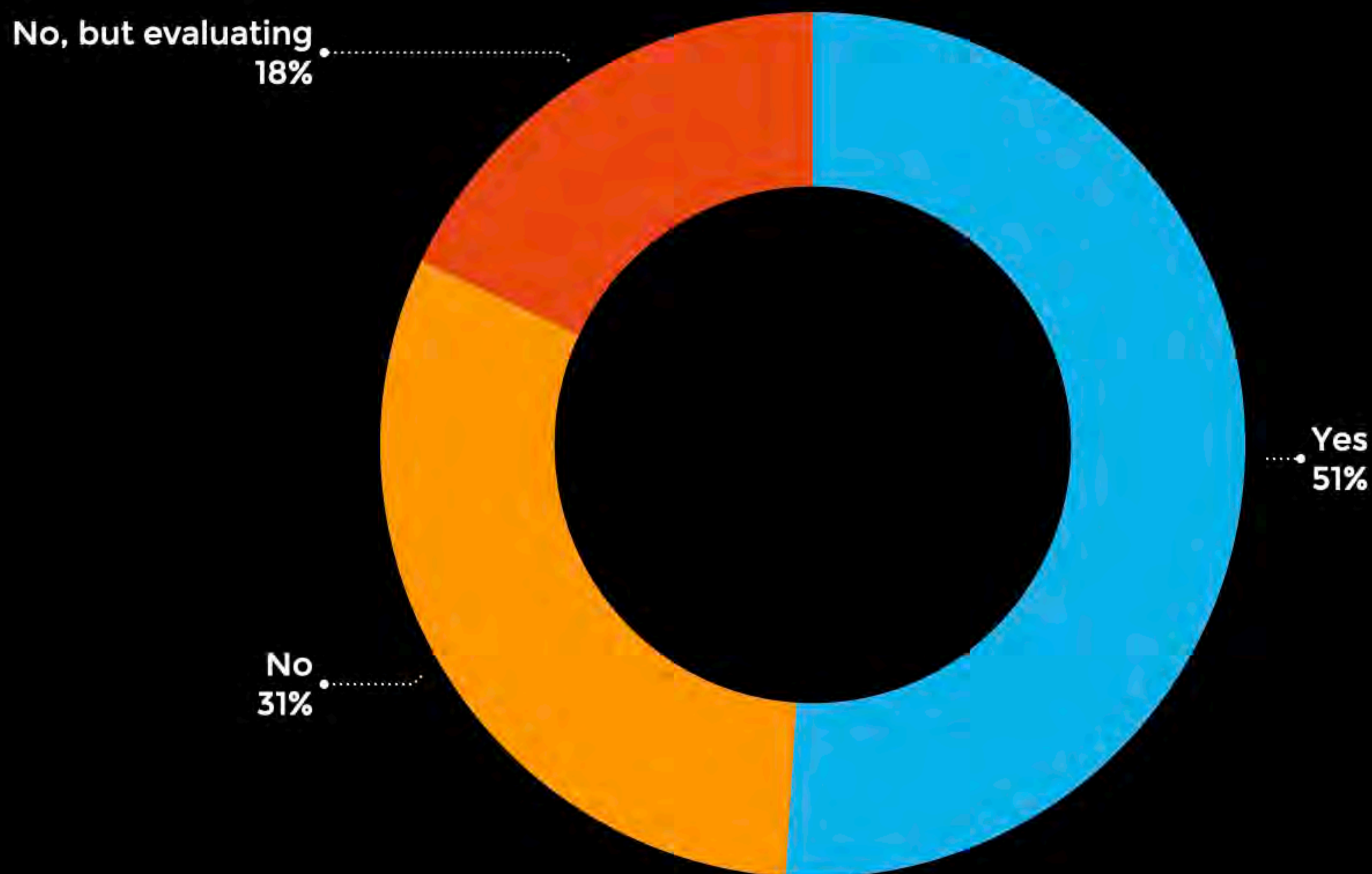
With private 5G, you can isolate a portion of the bandwidth and dedicate it to a specific workflow. Which workflows would you use it for? Check all that apply.



Nearly 51 percent of respondents say they have already installed a private wireless network in their venue*:

SURVEY QUESTION:

Has a private wireless network been installed in your venue?

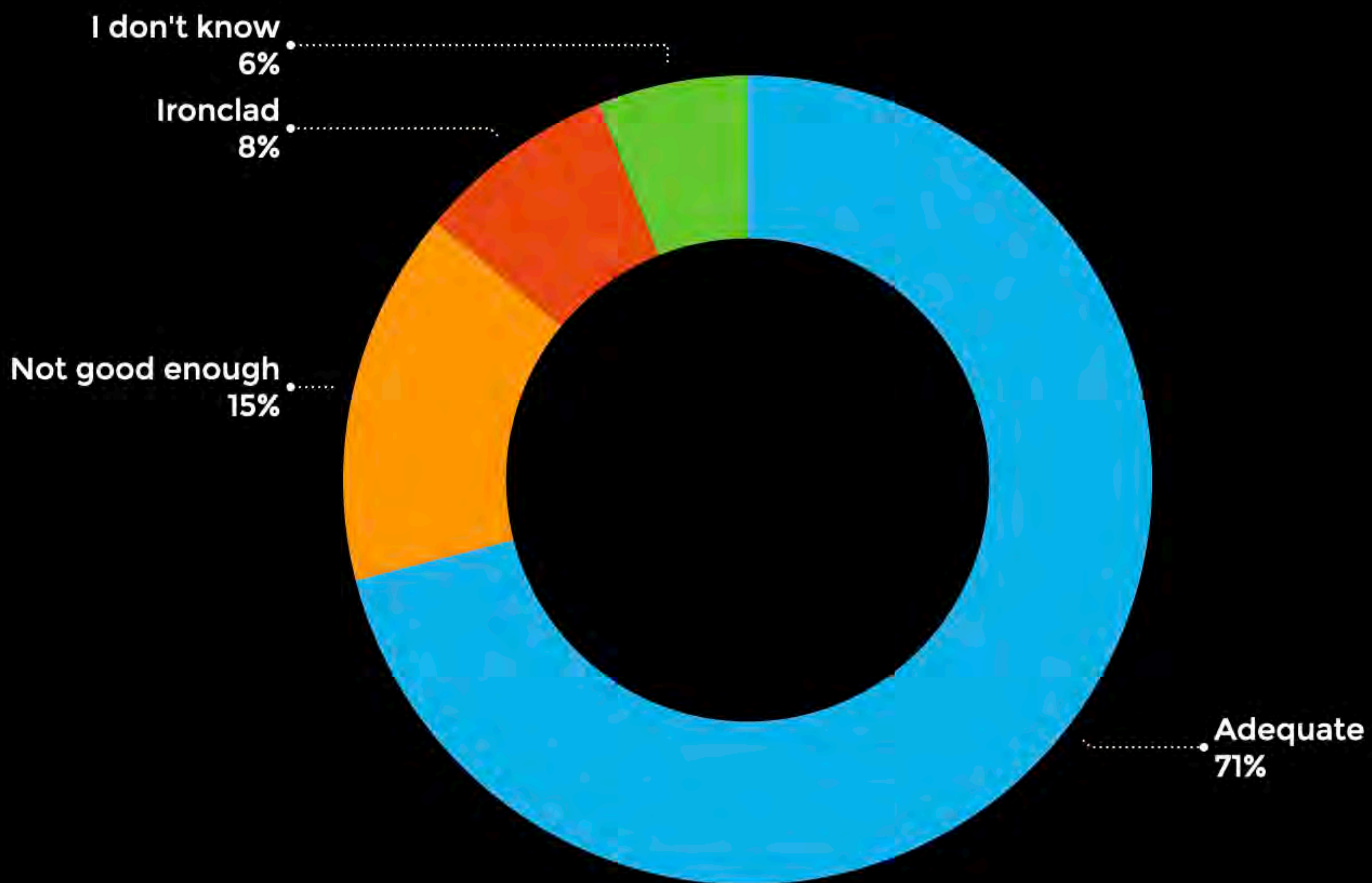


*NOTE: Since larger venues make up the majority of our respondents, those size venues may be ahead of others on private wireless network deployments.

Venues are less sure of their security posture, with more venues saying their stance is "not good enough," compared to the previous year's survey.

SURVEY QUESTION:

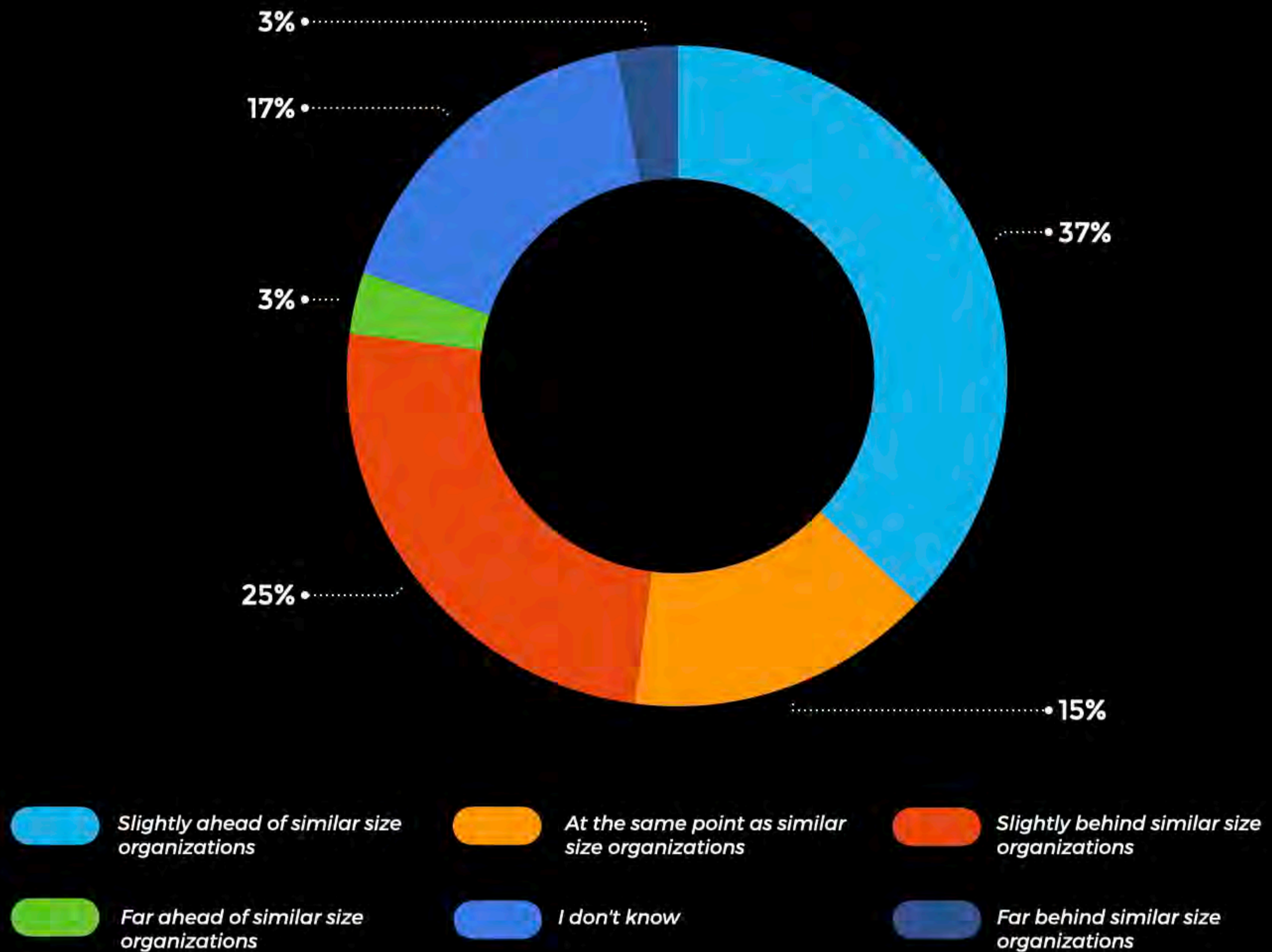
My existing security posture / strategy is:



The number of respondents who feel their digital transformation execution is slightly ahead of other organizations dipped 5 percent from 2024.

SURVEY QUESTION:

In terms of digital transformation execution our venue is:



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THANK YOU

FOR MORE INFORMATION

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