

# Reduce friction and staffing in fan-facing lines



Address the five lines at venues that cause friction among fans and require high staffing

## Great venue networks can address five common lines to eliminate fan friction and reduce associated staff requirements

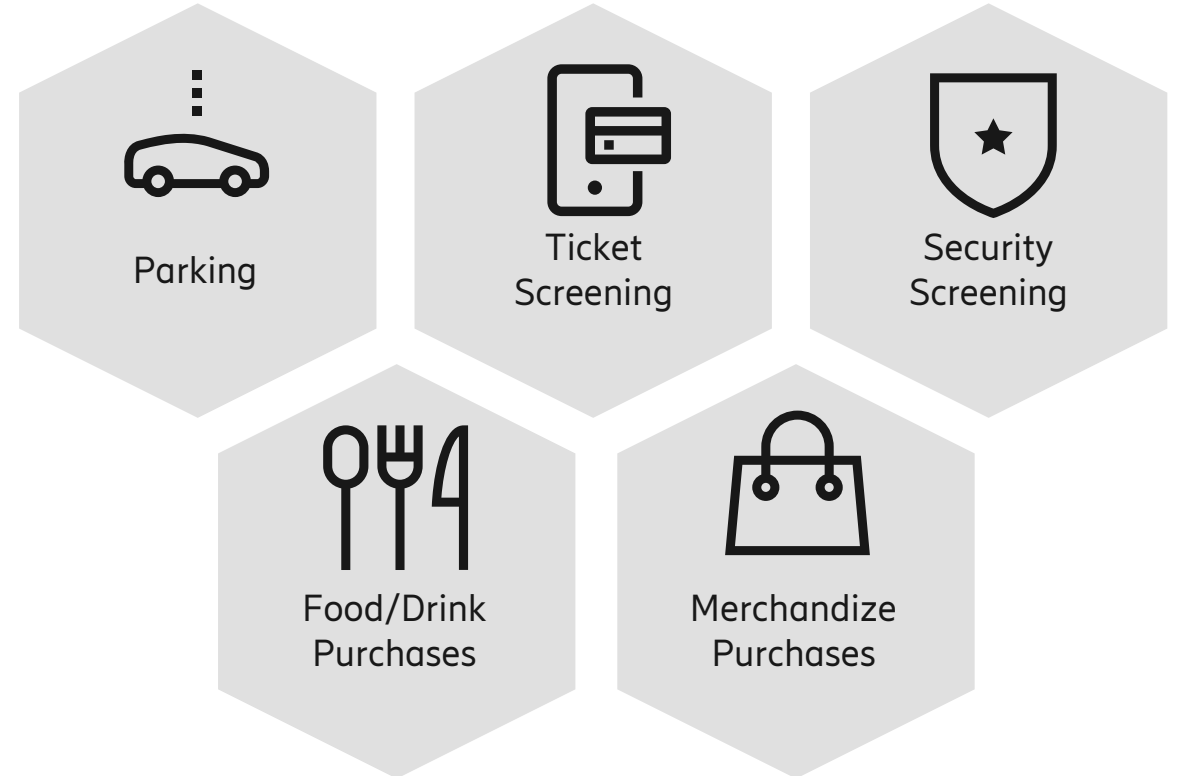
**What is new:** Venue networks have expanded from public 5G servicing fans directly to also introduce private 5G or virtual private 5G capabilities to support business operations at venues.

**Why it matters:** The time fans spend in lines at venues creates friction and requires high staffing for short periods during an event.

**Problem:** The large quantities of visiting fans touch many common business processes. Processes causing lines are today either unconnected (parking, security screening), reliant on universal connectivity (ticket screening), or using unreliable and slow technologies (payment terminals).

**Target outcome:** Minimize the time to find parking (before the event) and to retrieve a car (after the event). Provide secure mobile screening of digital tickets before entering. Reduce the time for security screening of fans at venue entry. Reduce the time required to order and pay for food, drink, and merchandise.

**Solution Innovations:** Private 5G networks or slices of a public 5G network tailored to the specific needs of each business operation. Priority connectivity for smartphones used for parking assistance and staff ticket screening. Security screening devices connected via cellular network. Payment terminals connected over low-latency 5G slices.



## Reducing friction in fan facing lines protects a quarter to a half of the revenues for the major professional sports leagues in the US.

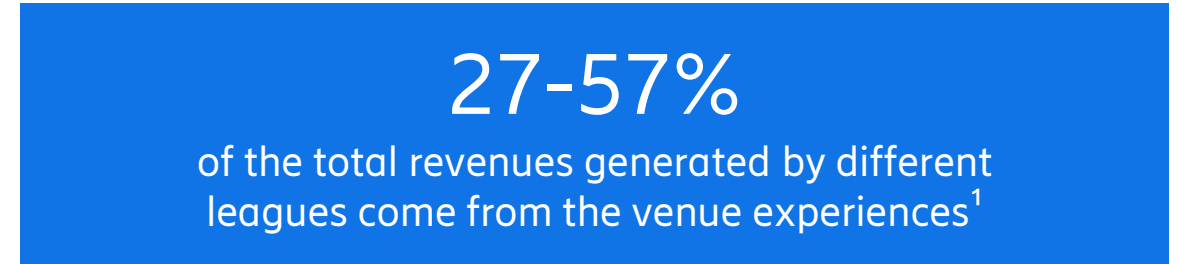
**Big spread in the revenues generated in venues:** Venue-generated revenues for professional sports come from seating, suites, concessions, and parking. MLS has the highest share of revenues from venues at 57%, and the NFL has the lowest at 27%.

**Just-in-time arrival:** Many fans arrive very close to the start of games and races. The number of vehicles involved can reach 25,000 for a football game and 8,000 for a basketball game. The just-in-time arrival put pressure on parking, ticketing, and security screening.

**Food and Beverage:** Purchases of food and beverages are typically concentrated in very short periods, e.g., during breaks in a game. Digital technology can increase efficiency in both order handling and payment workflows.

**Licensed merchandise:** Less than 1/3 of licensed merchandise purchases happen online, and venues play a vital role in offline purchases. Efficient payments are a key focus to maximize merchandise purchases when fans are motivated and eager to buy.

**Bottom line:** 5G connectivity tailored for low latency is a powerful tool in eliminating friction in fan-facing lines at venues.



1.) [Visualized: How U.S. Sports leagues make money](#), VisualCapitalist, July 23, 2024.

2.) [2025 Spectator sports safety security survey](#), The University of Southern Mississippi, September 3, 2025

3.) [The NFL Fan and Stadium experience: 2024-2025 post season report](#), MashGin, January 23, 2025 .

4.) [Licensed sports merchandise market \(2026-2033\)](#), Grand View Research

### Status Quo

Universal connectivity for ticket screening using smartphones

Universal connectivity to smartphones (4G, 5G, or wireless alternatives) is provided to staff for screening of digital tickets at entry.

Payment terminals are connected via wired networks or alternative wireless technologies.

### Take a Step

Differentiated connectivity for ticket screening

Adding differentiated connectivity optimized for digital ticket screening (high reliability and low latency) using smartphones connected over a virtual private 5G portion of the public 5G network.

### Build Momentum

Adding differentiated connectivity to payment terminals

Adding differentiated connectivity optimized for payment terminals with 5G interfaces connected over a private 5G or virtual private 5G portion of a public 5G network.

### Lead Change

Tailored experiences for all devices to minimize friction

5G interfaces in all devices used in fan-facing lines connected with differentiated connectivity options, optimized for each business process.



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