

# STREET & SMITH'S SportsBusiness JOURNAL

Marketing/Sponsorship

## Nine NBA teams add digital courtside displays

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The number of NBA teams using courtside digital signage this season has more than doubled as teams look to boost advertising inventory from the improved technology.

So far this season, nine teams have installed the rear-projection system that digitally displays ads, statistics and other interactive information along the scorer's table typically reserved for rotational signs.

"It's a whole new advertising layer," said Chris Heck, senior vice president of the NBA's team marketing and business operations department. "It adds about 20 percent to courtside advertising inventory."

Two years ago, the Portland Trail Blazers were the first to test the digital courtside displays, with four teams last season experimenting with the new system. Now, with improved clarity to the digital courtside displays, about one-third of the league's teams have replaced their traditional rotational courtside signage with the digital displays.

Atlanta, Toronto, Detroit, Phoenix, Boston, Indiana, Minnesota and Cleveland, along with the Trail Blazers, are the teams using the displays.

So far, teams that are using the technology are generating an additional \$1 million of in-arena advertising revenue.

"It represents substantial potential revenue," Heck said. "It is another bucket of inventory, but it also increases the game presentation."

ANC Sports has courtside digital signage deals with eight of the nine teams. Dornier has a courtside digital deal with the Pistons in Detroit.

"It's more flexible, with teams able to tie their LED boards into their courtside signage so if an advertiser wants to own a moment during the game all it takes is a click of the software," said Jerry Cifarelli, president of ANC Sports. "The software has improved and the monitors are getting brighter and the viewing angles have been improved."

Cifarelli would not disclose the cost of the systems, but most teams lease the technology.

"It's expensive, but each deal is different," he said. "Some teams don't control their [signage] inventory in their arenas."



Boston is one of the clubs using digital signs at courtside for the first time this season.