

# Sports Venue Success Story

## TOTTENHAM HOTSPUR STADIUM (2019)

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The finished Tottenham Hotspur Stadium in North London.

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LONDON, ENGLAND

ASSOCIATION FOOTBALL TENANT | TOTTENHAM HOTSPUR FC (EPL)

Tottenham Hotspur (the Spurs), founded in 1882, is a football club based in the United Kingdom that plays in the English Football league. Today, Tottenham competes in the famous English Premier League (EPL). The club's emblem is a cockerel standing upon a football featuring the Latin motto Audere est Facere, meaning "To Dare Is to Do".

**Tottenham Hotspur Stadium** serves as the club's home ground and is located in the North London neighbourhood of Northumberland Park. The stadium opened in April 2019 and replaced the club's previous home, White Hart Lane. The new ground has a capacity of 62,062, making it one of the largest stadiums in the EPL and the largest club stadium in London. It is designed to be a multi-purpose facility and features the world's first dividing retractable football pitch – as the pitch retracts, a synthetic turf pitch is revealed underneath. The synthetic pitch is suitable for National Football League (NFL) London Games, concerts and other events.

### THE CHALLENGE

In anticipation of building a brand-new stadium that would be unique to the European market, Tottenham wanted to figure out how to shake up EPL fan experience norms while honouring some of football's long-standing traditions. The changes would also have to comply with the strict in-game presentation guidelines set forth by the league.

The most significant proposed change was to bring the stadium production in-house and step away from the third-party "REMI" style production that Tottenham and many other clubs had been used to. This change would mean adapting to a more sophisticated workflow and would require migrating lighting and display control to the traditional in-stadia production within the gallery.

The benefits achieved as a result of these changes would allow Tottenham to rise head and shoulders above the nearest stadium competition from a creative standpoint. The new stadium would be able to attract a multitude of new tenants to the stadium, including musical acts and the NFL London Series. With this type of permanent installation, the venue crew would be able to produce a show previously unseen in the UK or Western Europe.



Tottenham Hotspur Stadium, featuring 2 larger corner boards and 3 tiers of fascia ribbon displays fed by content from XPression.



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## THE SOLUTION

Working with local system integrators and consultants, Ross was able to create a solution that allowed the central control of the stadium's main systems to take place from the gallery (Production Control Room). By extending elements of the Ross **Unified Venue Solution**, Ross staff delivered an easy-to-operate workflow for triggering and controlling third-party devices.

There are four large LED screens inside the stadium, with the two South side screens taking the claim of the largest stadium video board screens in Western Europe at the time of installation. There are also two facade video displays on the outside of the stadium, three tiers of LED ribbon displays within the stadium bowl, and nearly 1,800 video screens in and around the stadium. This can all be triggered remotely by a central custom panel in the Ross **Dashboard facility control system**.

Located at multiple stations in the gallery, the custom Dashboard panels control the entire venue. In addition to controlling the Ross line of products, Dashboard was built out to give Tottenham staff the ability to send commands to the third-party systems, including Show Control, the Creston system, a Triple Play IPTV system controlling over 1800 screens, and the field lighting console. Finally, using bi-directional OSC protocol, Dashboard can take full control of the third-party processor. This control element turns the system, which is usually very linear, into a device flexible enough to suit the delivery of the world-class sporting events hosted in the new stadium. With easy-to-use triggering and real-time information, Dashboard allows all elements of the show to be synchronised and played out with precision.

The Ross elements of the show include:

**DashBoard**

**MIRA**  
+

**XPression**  
Studio

**CARBONITE BLACK**

On the Display Control side, XPression Studio real-time graphics systems feed directly into the third-party processor. The processor combines the switcher feed and dynamic XPression content to feed the in-venue displays, including the 4 LED screens in the upper corners and the 3 tiers of fascia ribbons.

In the gallery, a Carbonite Black Plus production switcher performs two roles: it is the stadium's main switched feed on the primary switcher panel, and it also feeds a separate "Channels" IP on a satellite switcher panel. An 8-channel Mira Replay system feeds the production switcher with both replays and commercial assets.

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