



Samantha Le <samantha@venuesnow.com>

# VenuesNow Pulse, October 11, 2018: HappyOrNot, plus a record Cotton Bowl Stadium per cap

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Reply-To: rknapp@oakviewgroup.com  
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*Facial recognition: Finnish company HappyOrNot created an easy-to-use terminal to collect responses on customer satisfaction. (Courtesy HappyOrNot)*

### **If you're happy (or not) and you know it, press a button**

**By Noelle Riley**

Face it: Getting venue visitors to respond to customer service surveys can be difficult. But the faces on the "Smiley Terminals" of HappyOrNot's feedback service are helping venues such as Wells Fargo Center in Philadelphia find out how more of their customers are feeling.

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### **QUOTE OF THE WEEK**

"We're living in the golden age of ways to spend our time. For venues and arenas, competition is no longer confined to just different live events like other concerts and sporting events. Now it's Netflix and DoorDash delivery. The competition is everywhere."

— Brent Franson, CEO, Euclid.

### PHOTO OF THE WEEK

Sacramento, Calif.'s Dive Bar gives dive bar a whole new meaning, with a 7,500-gallon saltwater aquarium above the bar big enough for a mermaid. New ElektraLite EyeBall Outdoor fixtures now illuminate the space. (Courtesy ElektaLite)




### Per caps pop for OU-Texas game

By Don Muret

The food and beverage per cap for concessionaire The Ed Campbell Co. broke \$9 this year at Cotton



### November Spotlight

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Rich DiGiacomo  
Senior Account Executive

Bowl Stadium in Dallas for the annual Big 12 Conference rivalry game, a record for the stadium and a strong number in light of restrictions on serving beer.

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### United Center raises a racket

By Don Muret

The second annual Laver Cup, held Sept. 21-23 at Chicago's United Center, drew 93,584 over five sessions, resulting in one of the best-attended multiday events since the arena opened in 1994.

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### 3Q ticket sales: A one-man army

By Bob Allen

Since the beginning of January, Ed Sheeran has sold 4,377,488 tickets, with an overall gross of \$383.2 million. Those chart-topping figures come from 83 headlining concerts at 42 venues.

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### WW, Barclays go Freestyle

By Brad Weissberg



### Cooking up Fiserv Forum's menu

By Tim Newcomb

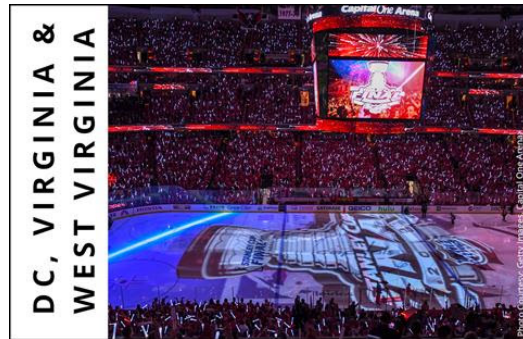


Brooklyn's Barclays Center has partnered with WW to introduce a new cafe featuring healthy eating options. WW operators say that more like this may follow.

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For Levy senior executive chef Kenneth Hardiman, local connections mean fresh food and beverage choices for fans at the new arena in Milwaukee.

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### What gets them to the show

By Brad Weissberg

A new survey by Euclid has concluded that streaming TV is major competition for venues trying to attract millennial and Gen X fans, more of whom said they binge-watched TV than regularly went to live events.

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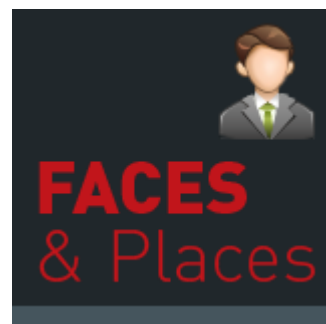
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Rich DiGiacomo  
Senior Account Executive  
310.429.3678  
[rich@venuesnow.com](mailto:rich@venuesnow.com)

Brij Gosai  
U.K. Account Representative  
T+ 44(0)207 359 1110  
[brij@pollstar.com](mailto:brij@pollstar.com)



### **Jay-Z and Bey still filling big venues**

Proving the power of two in Hollywood and on the concert stage, husband-and-wife team Jay-Z and Beyoncé grabbed the No. 1 and 2 spots on our Hot Tickets 15,000-plus-capacity chart this week.

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### **FestForums bound for the beach**

FestForums Santa Barbara, Hilton Santa Barbara Beachfront, Nov. 14-16; IAFE, San Antonio, Texas, Nov. 25-28; MLB/Minor League Baseball Winter Meetings, Las Vegas, Dec. 9-13.

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### **Buffman retires at Ruth Eckerd Hall**

Zev Buffman has retired as president and CEO of Ruth Eckerd Hall in Clearwater, Fla. Buffman held the position for the last seven years.

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## **SHORT TAKES**

### **Crossover move: Cirque du Soleil takes on story of soccer's Messi**

International soccer star Lionel Messi will team with Cirque du Soleil Entertainment Group and PopArt Music in association with Sony Music on a show about Messi's life, it was announced Wednesday. The show, to be created by Cirque du Soleil, will launch next year. Cirque has produced shows saluting entertainers such as The Beatles and Michael Jackson, but this will be the brand's first embrace of a sports theme beyond the athletic performances of its cast members.

### **FC Cincinnati offers first look at stadium design; capacity increases**

FC Cincinnati, which will begin play in Major League Soccer next year, [revealed images of the proposed stadium](#) that it intends to move into in 2021. Meis Architects is lead designer on the stadium, to be built in the city's West End neighborhood. It will seat 25,500 to 26,500, the club said, higher than initial projections and putting it near the top end of capacities for soccer-specific stadiums in the U.S.

### **Paint it black: Little Caesars Arena's red seats headed for the door**

Detroit's Little Caesars Arena, which opened in 2017, will replace all of its bowl seating, the arena announced Monday. The building opened with red seats, but they drew comments for standing out when empty during television

broadcasts of games featuring the arena's home teams, the NHL's Red Wings and NBA's Pistons. New black seats will be installed beginning in December, venue operator Olympia Entertainment said.

### Florida college wants to build largest on-campus esports venue in U.S.

Private for-profit college Full Sail University, based in Winter Park, Fla., said [it plans to build an esports arena](#) with a capacity of more than 500 for the school's varsity esports team. It would be the largest esports arena built to date on any U.S. college or university campus, and the school said it is working to bring professional events to the venue.

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Publisher, OVG Media & Conferences

Managing Editor | Rob Knapp | 704-662-2897 | [rknapp@oakviewgroup.com](mailto:rknapp@oakviewgroup.com)

Senior Editor | Don Muret | 704-877-7399 | [dmuret@oakviewgroup.com](mailto:dmuret@oakviewgroup.com)

Senior Writer | Brad Weissberg | [brad@venuesnow.com](mailto:brad@venuesnow.com)

Hot Tickets | Bradley Rogers | 559-271-7900 | [brad@pollstar.com](mailto:brad@pollstar.com)

President, Media & Conferences | Ray Waddell | 615-669-9901 | [rjwaddell@oakviewgroup.com](mailto:rjwaddell@oakviewgroup.com)

For advertising information, contact:

Account Executive | Rich DiGiacomo | 310-429-3678 | [rich@venuesnow.com](mailto:rich@venuesnow.com)

UK Account Representative | Brij Gosai | T+ 44(0)207 359 1110 | [brij@pollstar.com](mailto:brij@pollstar.com)

Marketing Director | Samantha Le | [samantha@venuesnow.com](mailto:samantha@venuesnow.com)

For subscription information, contact:

[subscribe@venuesnow.com](mailto:subscribe@venuesnow.com) | 515-362-7480

VenuesNow c/o Oak View Group

1100 Glendon Ave, Suite 2100

Los Angeles, CA 90024

Phone 310.954.4800

Email [info@oakviewgroup.com](mailto:info@oakviewgroup.com)

[press@oakviewgroup.com](mailto:press@oakviewgroup.com)



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