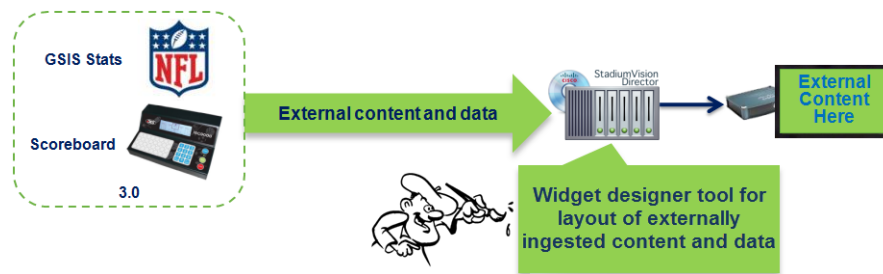# Overview of External Content Integration in Cisco StadiumVision Director

First Published: August 2, 2012

Beginning in Cisco StadiumVision Director Release 3.0, the Cisco StadiumVision Director solution supports integration with external data sources for content ingestion and presentation. Figure 1 shows a high-level overview of the new feature support.

Figure 1   External Content Integration High-Level Overview

Supported External Content Sources

In Cisco StadiumVision Director Release 3.0, the following external content sources are supported:

- National Football League (NFL) Game Statistics and Information System (GSIS) Cumulative Statistics
- NFL GSIS Game Clock
- Daktronics All Sport 5000 Scoreboard Controller (basketball and hockey only)
- OES ISC9000 Intelligent Scoreboard Controller (basketball and hockey only)

Restrictions for External Content Integration

Before you configure External Content Integration, consider the following restrictions:

- The frequency of the scoreboard clock updates is no more than once per second and a delay of up to 2 seconds can occur.

- Only basketball and hockey scoreboard statistics are currently supported.

Information About NFL GSIS Integration in Cisco StadiumVision Director

This section includes the following topics:

Network Considerations for NFL GSIS Integration

The NFL GSIS statistics supported by the External Content Integration feature are transferred from data stored on an NFL Stats-in-a-Box (SIAB) server installed at the venue using an FTP connection to the Cisco StadiumVision Director server. The NFL SIAB server is a local server that connects to the central NFL GSIS database external to the venue and managed by the NFL.
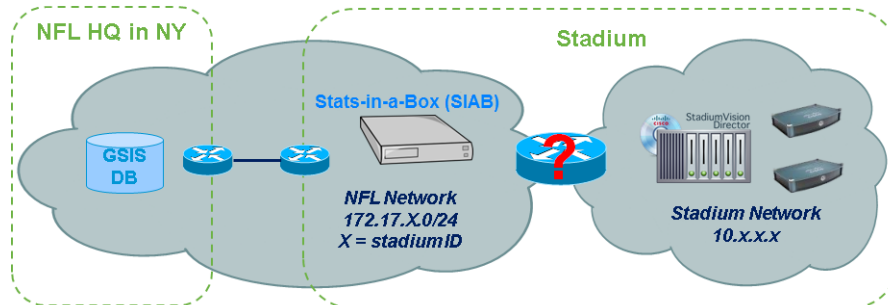
Figure 2 shows a sample network architecture for NFL GSIS integration with Cisco StadiumVision Director.

Note The actual network configuration with the NFL network is site-dependent and could vary at your venue.

Figure 2 *Network Architecture for NFL GSIS Integration*

It is important to note that the network where the SIAB server is installed is not necessarily (and likely not) on the same network where the Cisco StadiumVision Director server is installed. Therefore, depending on your specific network configuration, you might have some network configuration to do to ensure that the SIAB server is reachable by the Cisco StadiumVision Director server.

To configure the network connectivity to the NFL SIAB server you must specify the IP address, port, data path, username, and password for the NFL SIAB server on the Cisco StadiumVision Director server.

Supported NFL GSIS Data

Cisco StadiumVision Director supports the NFL GSIS Game Clock and all of the statistics in the Cumulative Statistics XML file (CumulativeStatisticsFile). For more information and documentation for these statistics, go to:

http://www.nflgsis.com/gsis/

From the NFL GSIS Home page, click **Documentation**. Click the corresponding documentation links for the Cumulative Statistics Report and the Real-time Game Information (Game Clock).

Information About Scoreboard Integration in Cisco StadiumVision Director
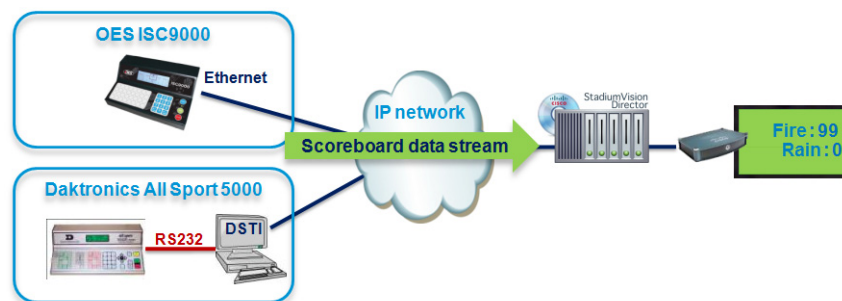
This section includes the following topics:

Overview of Scoreboard Integration Support

Cisco StadiumVision Director scoreboard integration allows you to display real-time information (such as period, score, and clock) on Cisco StadiumVision Director TV displays.

Figure 3 shows a high-level overview of the scoreboard integration support. Cisco StadiumVision Director Release 3.0 supports the following devices and sports:

- Daktronics All Sport 5000 Scoreboard Controller (basketball and hockey only)
- OES ISC9000 Intelligent Scoreboard Controller (basketball and hockey only)

Figure 3   *Scoreboard Integration High-Level Overview*

Network Considerations for Scoreboard Integration

Cisco StadiumVision Director communicates with the supported scoreboard controllers through a User Datagram Protocol (UDP) port connection. Both the corresponding controller interface and the Cisco StadiumVision Director server must be configured to establish the network connectivity between these devices.

Overview of the External Content Integration Interface

The External Content Integration feature is implemented using two basic areas of the Control Panel:

- Setup

  The Setup screen for Content Integration consists of two tabs that are used to configure the network connection for the data source and to select and map statistics for output display.

- Widgets

  The Widgets screen for Content Integration is used to add graphics and design the layout for the statistics that you want to display.

The remainder of the tasks associated with publishing external content to a TV display use the existing Cisco StadiumVision Director playlist and script creation interfaces.