

able from ticket sales but also an increase in bar takings."

**Game on**

Innstay's Beebox pub entertainment system provides a full range of services encompassing background music, karaoke, on-screen games, live news feeds, social-media feeds and in-house advertising.

Marketing manager Helena Wade says: "The package is designed to attract people to the venue and keep them in longer than usual. This package works particularly well before and after sports matches. Licensees can use either the push button games or on-screen games to persuade people to stay in their venue instead of moving on."

She adds that Beebox's track record sets it apart in the field of technology-driven entertainment provision.

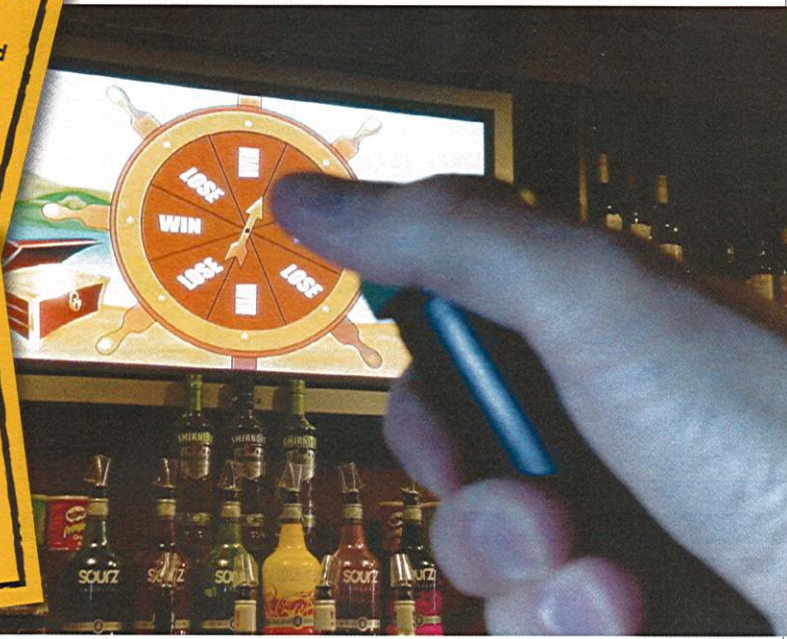
"It was built by licensees, for licensees so it is very easy to use and offers all of the tools needed for a modern pub," Wade says.

"Beebox offers many different packages and allows licensees to build in the services that they need the most without paying for aspects they're never going to use.

"Pubs that utilise products such as Beebox in their daily trade can turn their site into a community hub with events running throughout the week.

"Customers are looking for added value for the money they spend and options such as push-button games allow customers to believe they are getting this."

Sister company Bob Rudd helps



pubs get the most out of their pool tables by running tournaments with a package that includes professional standard balls and cloth.

"Pool tables are undervalued pieces of pub gaming equipment," says Wade. "We have conducted studies that show that pool matches and tournaments not only drive income

**“ Pubs that utilise products such as Beebox can turn their site into a community hub**

to the other machines located in the site but also increase bar sales.

"These packs are designed to attract pool teams to the venue, creating regular midweek trade."

Wade adds: "Effective entertainment is what sets your pub apart from the competition.

"Often pubs have tools such as pool tables that they are under utilising. Sweat your assets and make them work for your site. This may need a little more effort, but the benefits can be huge."

**Savings made**

Mediatheme supplies the Entertainer, a system that provides a range of entertainment options including karaoke, race nights and Disco Bingo.

Sales director Ian Ball says: "Our advertising suite helps our customers advertise their own offerings as well as attracting lots of profitable commercial advertising.

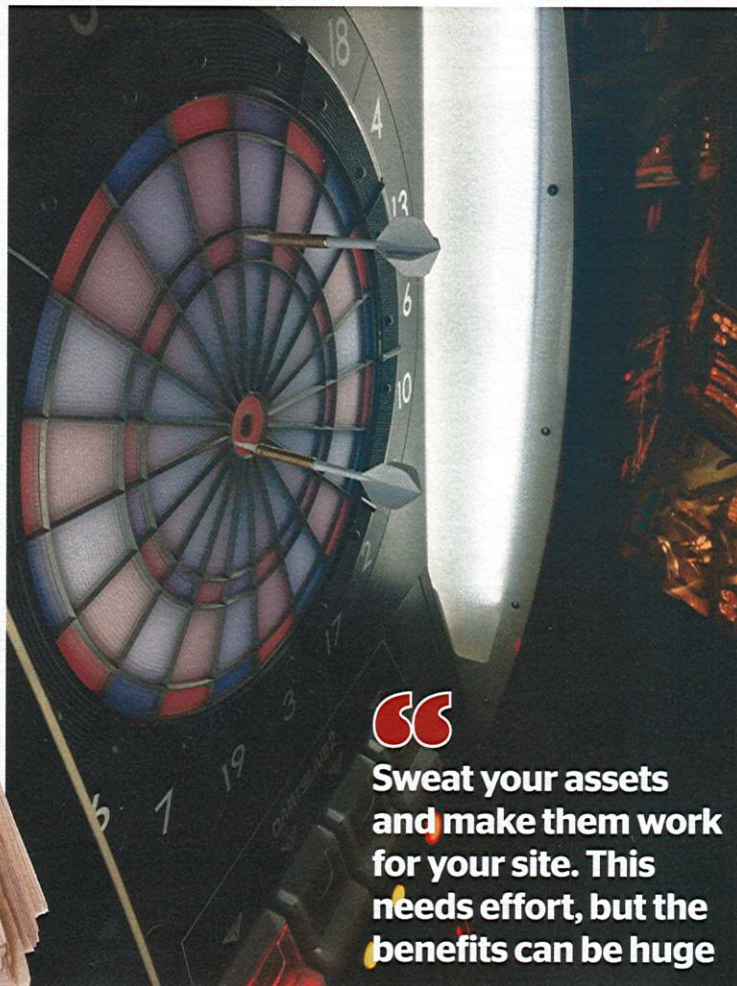
"We have a lot of unique games including pig and Afghan [hound] racing plus linked bingo."

The outright purchase price is £1,795 plus VAT and an extra £118 plus VAT for monthly content and support fees.

John Griffin, licensee at the Northumbrian Piper in Newcastle, said the pub received £4,000 in local ad revenue within two months of installing the system.

Griffin adds: "We have also saved a substantial amount of money by not now having to pay for expensive DJs and quizmasters, etc.

"We have substantially increased our wet sales business by offering a much wider variety of entertainment, which our regulars love."



**“ Sweat your assets and make them work for your site. This needs effort, but the benefits can be huge**

**£4,000**

the amount of ad revenue that one Newcastle pub attracted within two months of installing Mediatheme's Entertainer system

