

# Boost concessions.

## Leverage digital engagement on BCTV to **increase revenue via product activations.**

### Food for Thought

As a matter of fact, Cisco enabled digital video networks **boost on-prem F&B sales by an average of 10%-20%**. BCTV participating centers will have promotional ad inventory each hour that can be used to promote F&B and various other offerings on-site that will effectively boost your revenues.



*Increase revenue by 10-20% with concession promotions like this on BCTV.*

### Your Revenue Forecast

The total combined annual median food & beverage, plus bar revenue is \$29,860 per lane bed. Assuming just a 10% uptick in F&B + bar sales equates to an increase of \$2,986 per lane. Here's what your current and post-BCTV F&B revenue would look like based on the size of your Bowling Center:

