

# THE WALL STREET JOURNAL.

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This year's Super Bowl press credentials have a handy new feature: tracking chips.

## The NFL Knows What You Did Last Night

**The NFL is keeping close tabs on the media this week.**

Every time I leave the Doubletree Guest Suites in Phoenix and board a shuttle bus for the media center, someone sitting in the bowels of a baseball stadium 15 miles away knows about it. They also know when I'm stuck in traffic, when I'm moving and how fast, and when and where I get off.

That's because every one of the 4,000-plus press credentials issued here is embedded with an RFID chip that beams information back to a transportation command center in the locker room of the Peoria Sports Complex in nearby Peoria, AZ. There, a bunch of guys are camped out all day staring at one of four screens that track, in real time, the movement of every media member and shuttle. Buses are marked by icons that change color based on whether they're being loaded or unloaded or are moving or stationary. Clicking on one of the icons brings up detailed information including how many people are on the bus, the capacity, exact location and traffic flow.

Thankfully, I'm just a number and not a name. This is a system

designed primarily to monitor traffic and to adjust things like staffing for future events. Bob Chasse of Micro Target Media, the technology company that installed the RFID chips and GPS technology, says its purpose is to help Gameday Management Group, the NFL's transportation management provider, to keep tabs on the flow of people.

But Chasse said the technology is capable of providing much more information. Many of Micro Target Media's clients are advertisers that want to know, for example, the identity of the people being exposed to ads on port-a-johns in the parking lot of a Nascar event. The technology is quickly reaching the point where artificial intelligence software will be able to capture enough information about facial structure to determine the ethnicity and gender of every Nascar fan that enters a port-a-john.

As for the NFL's system, there's no word yet on whether reporters who write negative stories about the league will have their shuttles rerouted to Flagstaff.

—Russell Adams