

# 5G & sports and entertainment

5G brings new capabilities to venues, stadiums and arenas

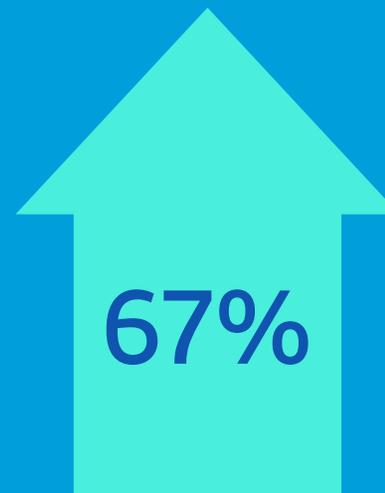
# 5G will enhance connectivity to power new experiences

Sports and music fans **expect high energy entertainment, more access to athletes and artists, and better efficiencies** when they attend stadium and arena events. And they **expect high performance network connections** to keep them in the action.

5G will help venues deliver thrilling experiences for fans, and the possibilities are exciting. By supplying **greater bandwidth and higher speeds**, 5G+ will power **futuristic augmented reality (AR) and virtual reality (VR) attractions**. It will help deliver near-real-time venue information such as restroom availability, concession line lengths, and parking details that will create efficiencies. And 5G will offer managers, work crews, and vendors the connectivity they need to **better allocate resources and power their operations in new ways**.

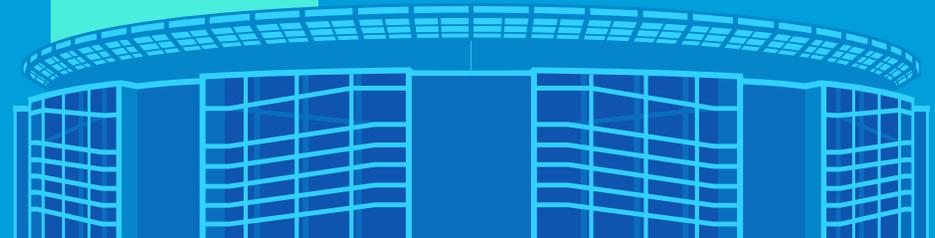
5G's **ultra-high speed, capacity, and ultra-low latency** will transform arenas and stadiums into spaces that keep fans engaged and operations thriving.

## 5G will help improve:



Globally, sports venues are seeing a **67% growth** in data usage year over year.<sup>1</sup>

**5G will help stadiums put more data to use in innovative ways.**



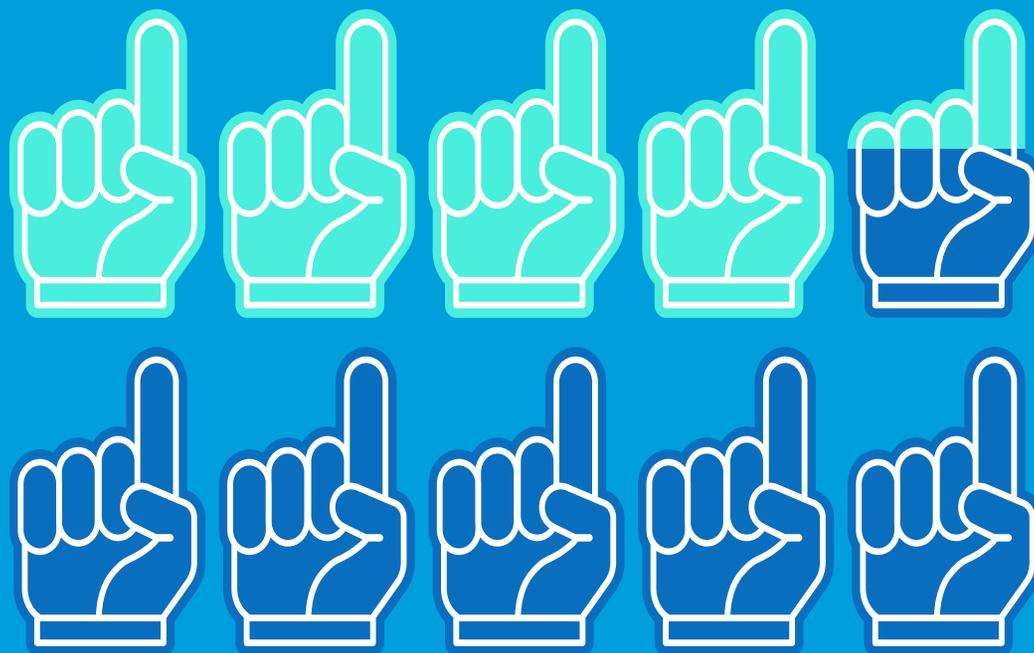
<sup>1</sup><https://www.ericsson.com/en/networks/offering/urban-wireless/connected-stadium>

## Deliver more opportunities for fans to interact and participate

5G can help venues **deliver exclusive content** by providing unprecedented network speed and capacity.

For example, 5G can **enable AR and VR attractions** simulating encounters with athletes and performers and giving fans opportunities to interact with their heroes. By partnering with smart phone manufacturers, venue managers can provide fans **apps that reveal giant projections of athletes** towering above the field or court. And 5G's greater network capacity allows fans to connect to **live game data, wagering applications, and point-of-view player cameras** that encourage unique participation.

Only **45% of sports fanatics** expressed satisfaction with available mobile entertainment options at venues.<sup>1</sup>



5G will help improve customer satisfaction with mobile entertainment at venues.

<sup>1</sup> <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/stadium-experience-fan-satisfaction-survey.html>

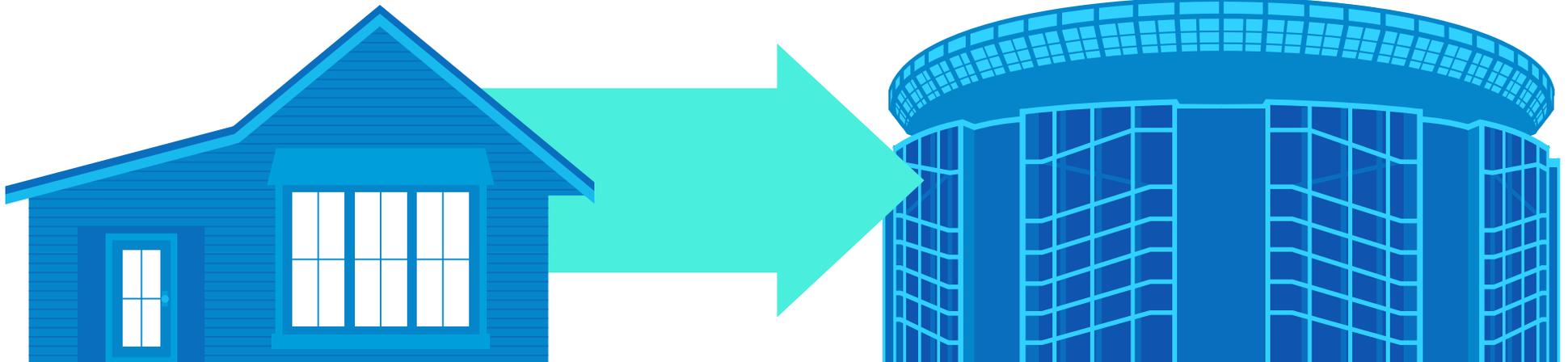
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## Keep fans online and participating

Fans expect more than unique venue attractions; they want to **stay connected with other fans and the outside world**. With 5G's increased capacity and speed, the network can manage **large numbers of users simultaneously**. Fans can upload videos and post content to social media **faster than before**, and television networks and venue managers can better broadcast fan footage to **improve game or concert coverage**. With [AT&T Private Cellular Network – Events](#), broadcasters are able to reduce their dependence on fiber. Just imagine the possibilities with **untethered cameras** in the field.

“Venues are made for **memorable experiences**. That’s why we’re helping stadiums provide fans with **interactive, personalized, and connected engagements** at virtually every touchpoint.”

*Melanie Sullivan, Sports and Entertainment Solutions, AT&T Business*



# Improved safety for attendees

Public safety is a **key concern** for venue owners and managers, and 5G can help venue staff **better manage crowds and ensure that fans can contact help** in the event of an emergency. By providing ample capacity to support both fan's and first responder's data requirements, 5G will keep a **dedicated path of communication open at all times** for emergencies. Even with large numbers of fans uploading content, 5G will allow venue staff to reach first responders **without disrupting other communication channels**.



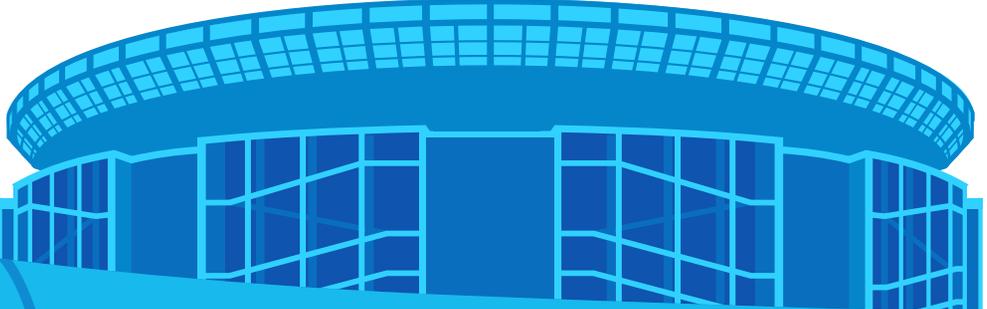
Fan respondents weighted **“safety, comfort, and cleanliness”** among the most important factors influencing their experiences.<sup>3</sup>

5G will help improve operations and fan experiences.

<sup>3</sup> <https://www2.deloitte.com/us/en/insights/industry/telecommunications/in-stadium-fan-experience.html>

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## Simplify the fan journey “from driveway to driveway”



To attract fans, venue owners **can provide unique content at every stage of a fan’s journey**—from the moment the fan starts their trip to the stadium until their arrival home.

5G will support mobile applications that make the fan experience **more convenient and seamless**, helping eliminate some of the hassles that have traditionally frustrated attendees. Apps can help fans **locate other members of their parties, navigate their ways through crowded venues, and monitor lines to time their trips to concession stands**. These geolocation features demand significant network capacity that 5G will provide.

Opportunities exist to offer promotions outside the arena to continue fan experiences with local restaurants after the events. 5G makes it possible.



Get  
into the  
game!

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## AT&T brings 5G to AT&T Stadium

AT&T Business lit up 5G at one of the most iconic venues in the country—AT&T Stadium in Arlington, Texas. Tens of thousands of fans gather at the stadium to **enjoy and share experiences they can't get anywhere else**. And each year they transmit **terabits of data** from the stadium. We expect 5G to **improve their experience** and **deliver new opportunities** to interact with exclusive content.

We expect fans to use 5G to take their stadium experiences to the next level. Ultimately, **5G might enable fans to blend their physical experiences with virtual augmentation** at AT&T Stadium.

Imagine fans getting up close and personal to victory celebrations through VR glasses connected to smartphones. Or watching an instant replay in crystal clear, 360-degree video while in a private suite.

The **5G installation at AT&T Stadium** is the first step toward making these new connected experiences a reality.



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## AT&T makes fans first with 5G experiences at NBA All-Star

We powered a **5G+ experience** at the United Center in Chicago, the largest arena in the U.S. In the arena, all fans with 5G-capable devices were able to enjoy the benefits of the 5G network as it covered the arena's general seating and throughout the venue. The network also helped power the **AT&T NBA Slam Dunk Contest** and the [69th NBA All-Star Game](#) on Feb. 16 through the AT&T 5G Courtside Cam hosted by TNT's Inside the NBA analyst Shaquille O'Neal. Unique angles of each event were **captured and shared over our 5G+ network** during portions of TNT's live broadcast.

This broadcast integration extended our leadership in paving the way for 5G in sports. Only AT&T has used **5G to bring fans unique angles of all the action** at 2019 MGM Resorts NBA Summer League and 2019 Kia NBA Tip-Off, as well as to facilitate distribution of footage during the 2018 U.S. Open.



# Let us help you identify challenges and solutions.

Steps toward implementing a **5G infrastructure** in your venue:



As your trusted advisor, AT&T Business can **help identify opportunities** at your venue to improve attendee experiences and boost operational efficiencies with 5G technology.



**Identify key stakeholders** who would participate in the adoption of 5G capabilities and consider how to collaborate effectively.



**Find a supplier** leading the 5G innovation. AT&T services and solutions are primed to enable companies to succeed.

For more information on how AT&T can help transform your sports and entertainment venues with the power of 5G, visit [att.com/sportstech](https://att.com/sportstech)