



T-MOBILE INNOVATIONS YIELD RECORD-BREAKING DATA SPEEDS FOR SUPER BOWL STADIUM FANS

Network technology innovations enhanced T-Mobile's services on the U.S. Bank Stadium DAS to deliver unprecedented data speeds for Super Bowl fans. The enhancements enabled T-Mobile customers in the stadium to post photos, stream video and use other high-bandwidth applications without limitations.

The Challenge

T-Mobile wanted to have the fastest network at U.S. Bank Stadium during the most demanding service conditions of the year: the 2018 Super Bowl. Because cellular services in the stadium are delivered across a neutral-host distributed antenna system (DAS) that is managed by the DAS vendor, T-Mobile's Alternative Coverage Solutions (ACS) team sought creative ways to improve T-Mobile performance on the DAS system and guarantee a memorable user experience for its customers.

The Solution

The ACS team deployed Centralized Radio Access Network (C-RAN) technologies that optimize use of base station antennas for uplink communications—typically the most limiting factor in DAS systems—to increase upload speeds and extend smartphone

battery life. The team upgraded the cables between T-Mobile base stations and the DAS system to support the C-RAN and also improve throughput. They also conducted comprehensive user experience studies throughout the venue to pinpoint performance issues that could be improved by recalibrating and fine-tuning the system.

The Results

The improvements achieved record mobile data speeds for a Super Bowl event. T-Mobile customers enjoyed average 121 Mbps download speeds and 28.75 Mbps upload speeds. The data speeds were dramatically faster than the competitors'. T-Mobile customers were enthusiastic users, transmitting 79% more data compared to customers at the 2017 Super Bowl.

QUICK FACTS

Type of Venue

Sports stadium

Goal

Record-breaking DAS performance for a Super Bowl event

Success Metrics

Industry-leading data speeds of 121 Mbps (download) and 28.75 Mbps (upload)

Technology

Centralized RAN (C-RAN) for a DAS system

For More Information Contact

Luke Lucas

Senior Business Development Manager

Luke.Lucas@T-Mobile.com
206.966.6000

