T Mobile

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
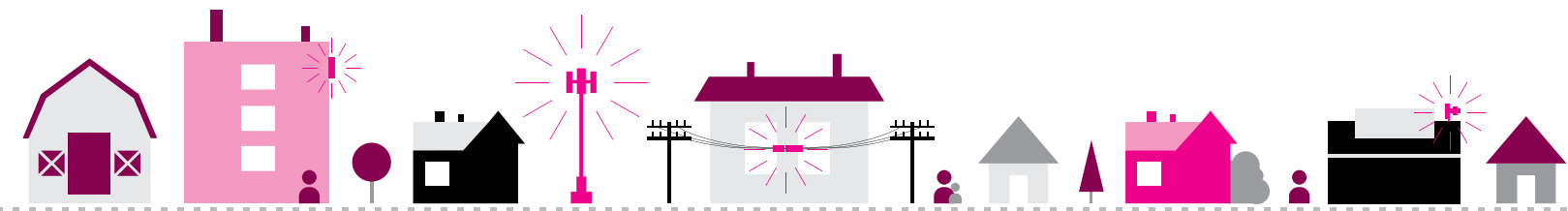Record-breaking DAS performance for a Super Bowl event

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
BYOC@T-Mobile.com

www.T-MobileBYOC.com