

# CONNECTING WEMBLEY STADIUM

Creating the world's most  
connected stadium



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In February 2014 we announced our intention to make Wembley the most connected stadium in the world. Tonight, Wembley and EE are lighting up the iconic arch to mark the next phase of technology innovation that will give the two million people that visit every year the best in-stadium experience. So, whether they're making calls, watching goal replays, or uploading selfies, fans can do everything they would on their sofa from their seat in the stadium.

## NETWORK

**The work so far...** Since February we've been hard at work, improving the mobile experience for customers inside the stadium. In just 7 months, we've:

- Doubled 4G capacity and added 50% more 3G
- Installed Multi-Gbps backhaul – meaning more calls and data for everyone
- Added 12 new mobile antennas to cover more of the stadium
- Carried more than 1.7 Terabytes of downloaded data – the equivalent of 400,000 goal replays
- Carried more than 900 Gigabytes of uploaded data – the equivalent of 850,000 Wembley selfies
- Enabled 99% of calls to be successful around the stadium

## BY THE END OF 2015

But the work doesn't stop there. By the end of next year, we're committing to:

- Launching the UK's only LTE Advanced network that delivers speeds of up to 300Mbps
- Trialling a unique 400Mbps network – making Wembley the fastest stadium in the world
- Trialling a 4G broadcast service in Club Wembley, which allows multiple people to watch the same streamed content, giving fans more content without any buffering
- Enabling multi-operator 4G launch within the stadium, so other networks can offer their customers 4G speeds too

## 2016 ONWARDS

We're building a network that is future proofed against changing mobile behaviour. Beyond 2016 we will:

- Make Wembley the world's fastest stadium with the launch of EE's 400Mbps network
- Improve how people view content at the stadium with 4G broadcast

- Enable bespoke geo-location targeting
- Deliver ultra-HD video content to thousands of customers
- Start using new spectrum bands, providing more speed, and more capacity
- Deploy next generation radio access technologies, keeping Wembley Stadium at the forefront of innovation for years to come

## TECHNOLOGY INTERACTION AROUND AND THE STADIUM AND BEYOND

In addition to constantly improving the network experience, we're also changing how people interact with technology at and around the stadium. From today, EE and Wembley are:

- Launching an updated app, which lets customers
  - Upload messages of support to the app and see it on the big screen
  - Win the chance to upgrade their seat
  - Check out a live video stream of the Wembley Arch through our special arch cam
- Trialling in-app ordering so people can jump the queue for food and drinks to avoid missing a minute of the action
- Changing the way people pay at Wembley with the trial of contactless ticketing and payments for a seamless experience. Both will be widely available in time for the RWC 2015 and we aim to have 50% of payments made through contactless technology by 2017



### NEED ANYTHING ELSE? JUST LET US KNOW:

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