

TENNESSEE TITANS ENHANCE GAME DAY EXPERIENCE WITH GIGABIT ETHERNET SERVICES FROM COMCAST BUSINESS



1 Gbps Comcast Business Ethernet Dedicated Internet Connection Provides Backbone to Support Free Fan WiFi

PROFESSIONAL FOOTBALL TEAM WITH LOYAL FAN BASE

The Tennessee Titans are a professional football franchise based in Nashville, Tennessee. Previously known as the Houston Oilers, the team was established in 1960, but took on the Titans name in 1999 when they relocated to Nashville.

The Titans play at Nissan Stadium in Nashville, a stadium that can accommodate up to 69,143 spectators. Five miles away is Saint Thomas Sports Park, the team's practice and training facility and home to its coaching and administrative offices. With a loyal fan base, the Titans have sold out every game at Nissan Stadium since they've been there.

RELIABLE, HIGH-SPEED WIFI ACCESS CRITICAL STADIUM AMENITY

The sports industry today is all about new, modern stadiums with the best amenities for fans – ranging from comfortable seats and gourmet food to giant HD video scoreboards. Similarly, the demand for WiFi in stadiums is growing at an exponential rate as fans increasingly use mobile devices to post “selfies” and other pictures, check fantasy team stats, review multiple camera angles on any given play and keep up with the latest content during games.

The Titans already offered free WiFi access for attending press, but as the team looked to enhance the game day experience, they wanted to expand WiFi services to fans as well.

“We wanted to improve our fan experience on game days by offering our fans free WiFi in the bowl, but with close to 70,000 potential wireless users we needed a partner that could provide a huge amount of capacity,” said Russ Hudson, Director of Information Systems, Tennessee Titans.

COMCAST BUSINESS HIGH-PERFORMANCE FIBER NETWORK KEEPS TITANS FANS PLUGGED IN

The team knew they would have to increase their capacity substantially in order to offer reliable, stadium-wide WiFi. The team's IT organization was familiar with Comcast Business services, so they reached out for a network solution.

Comcast Business deployed a redundant 1 Gigabit per second (Gbps) Ethernet Dedicated Internet line at Nissan Stadium. This is part of a series of circuits that provide Internet access capacity so the Titans can now offer fans WiFi throughout the stadium. Comcast Business also installed a second Ethernet connection at the Titans' practice facility to provide WiFi for players and coaches to access video and the Internet. Comcast's fiber-based Ethernet solutions provide the Titans with sufficient capacity, scalability and reliability to support the applications used by players, coaches, and front office people.

SITUATION

- Professional football team plays at Nissan Stadium in Nashville, Tennessee
- Team practice facility and administrative offices five miles away at Saint Thomas Sports Park

CHALLENGE

- Provide free WiFi to fans to enhance game day experience

SOLUTION

- Comcast Business Ethernet Dedicated Internet

RESULTS

- 1 Gbps Ethernet connection to support WiFi access throughout the stadium
- Enhanced game day experience for fans

“Being a diehard sports fan involves more than just watching your favorite team in person – it now requires being able to access the information you want, when you want it. With Comcast Business Ethernet services, our fans can now watch and support the Titans on the field and get a close-up of that diving catch on their smartphone,” Hudson said.

Today, tech-savvy spectators use stadium WiFi to upload photos, catch up on fantasy football statistics, or check out-of-town scores from their smartphones. In addition, the stadium-wide WiFi access is even more important to put fans in control of the action through the Titans official mobile application. Available for iOS, Android and Blackberry smartphones, the app provides live services such as different camera angles, red zone coverage of ongoing games and exclusive video, news and other Titans-related content.

Added Hudson: “From the moment we installed Comcast Business our service has been great. The installation process was really easy; we have more than enough bandwidth, and the fans have provided positive feedback. It was an easy choice.”

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