

Helping a host city prepare for the spotlight.

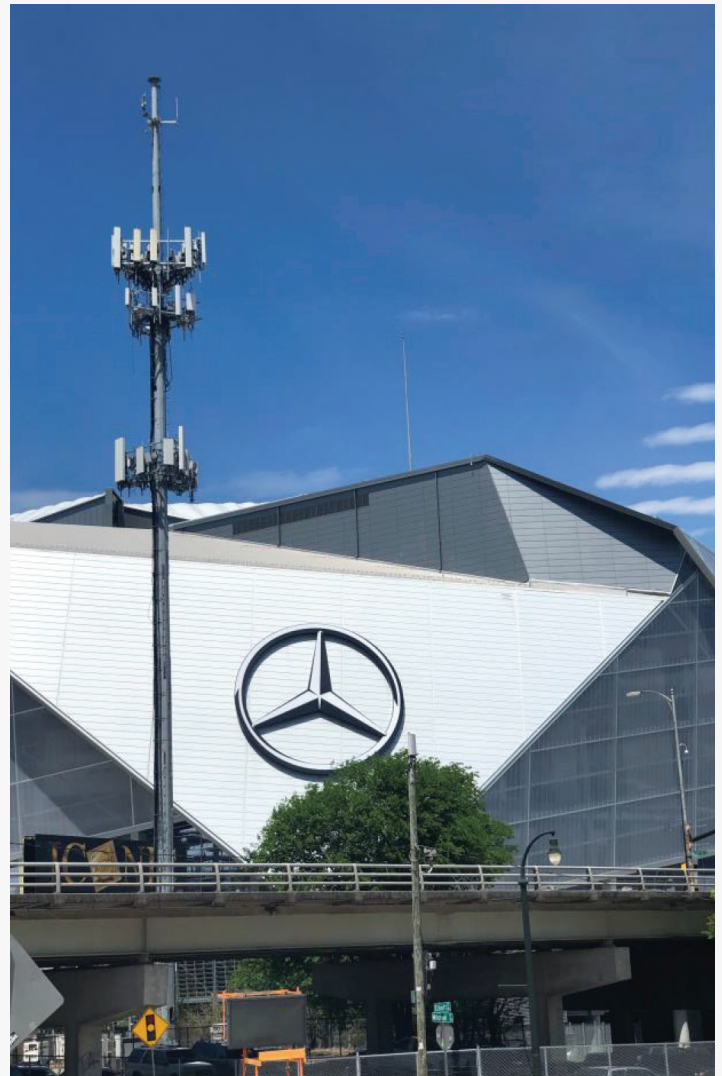
As the home of several professional sports teams and other major sporting events, such as the Chick-fil-A Peach Bowl, Atlanta, Georgia is a well-known sports and entertainment hub. But, when it was announced that Atlanta would host the Big Game in February 2019, the city knew that it needed to prepare for the unprecedented wireless demand that was expected with the influx of fans, visitors and media who would be attending the biggest football game of the year.

The Need

One million visitors were expected over the 10 days of events leading up to the Big Game¹ and with fans Tweeting, texting and sending photos and videos, mobile traffic was expected to reach record levels. Crown Castle worked with wireless carriers to find an infrastructure solution that would ensure everyone stayed connected and safe before during, and after the game. In addition to Mercedes-Benz Stadium, events prior to and during the game were held in multiple venues, including Centennial Olympic Park, Georgia World Congress Center and other hospitality zones².

The Solution

We worked to expand the existing fiber network and install additional small cells throughout the city, including key event gathering places. To help expedite the permitting process, the city created an online system to submit right of way permit applications enabling us to meet event deadlines. In collaboration with all four wireless carriers and key stakeholders, including the City of Atlanta, Georgia Department of Transportation, Department of Homeland Security and NFL Host Committee, we were able to deploy over 500 outdoor small cells across the city—adding much needed coverage and capacity in advance of the historic event. These small cells were strategically placed to provide overlapping areas of coverage and higher bandwidth for fans, media and public safety officials.



The Impact

- Attendees consumed 24 terabytes of data during the game, almost 50 percent more than in 2018³.
- By providing a multi-tenant solution, we were able to accommodate multiple wireless carriers on the same infrastructure.
- The deployment was so successful that there are already plans to add an additional 150 small cell nodes around the city.
- These small cells, in addition to our existing fiber and tower infrastructure, will provide long-term benefits for residents, businesses and visitors and will pave the way for the deployment of 5G in the city.
- When Atlanta hosts the Final Four in April 2020, wireless carriers will have the infrastructure needed to provide reliable connectivity for fans, visitors and media.



1. <https://www.atlantamagazine.com/news-culture-articles/by-the-numbers-what-atlanta-can-expect-as-super-bowl-liii-comes-to-town/>
2. <https://www.ajc.com/news/local/super-bowl-events-happening-before-the-big-game/4ThqZjphxg6SqJjFfbetkl/>
3. <https://www.adweek.com/digital/super-bowl-liii-fans-used-a-record-24-05-terabytes-of-mobile-data/>

Why Crown Castle?

We have more than 20 years of experience implementing small cells in communities of all kinds, from dense urban centers to residential neighborhoods.

Discreet, innovative technology

We provide shared infrastructure that enables the wireless service you have come to depend on—all while blending in with your environment.

Scalable solutions

Small cells are connected by fiber optic cable—making upgrades easy and enabling virtually unlimited future capacity.

Collaboration

We involve residents & municipal partners in every major decision so everyone has a say in the solutions that are deployed.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.