CROWN

Gearing up for the Big Game.

As the home of the Arizona Cardinals and the Fiesta Bowl, State Farm Stadium has been no stranger to major sporting events. But, when it was announced that they would be hosting the Big Game in 2015, they knew they had to get ready.

With fans increasingly wanting to Tweet, text and send photos and videos from the game, wireless data demand was expected to reach unprecedented levels. The stadium is part of the Glendale Sports & Entertainment District that includes five venues—each requiring its own separate, state-of-the-art wireless network with the ability to pass off to one another seamlessly. This solution enables wireless carriers to meet demand during the game, and will serve the venue well into the future as they continue to host major events, concerts and conferences.

The Need

From media to tailgaters to fans, the Glendale Sports & Entertainment District was expecting upwards of 150,000 visitors who were predicted to consume 4 terabytes of data directly before, during and after the Big Game. Preparing for this unprecedented demand was essential, but presented several challenges:

- The Big Game is an event unlike any other in the US, with the largest concentration of wireless users outside of the Olympics.
- > The complex consists of five distinct venues that will all be used for various needs during the Big Game: the stadium, the massive parking lot tailgate area, Gila River Arena, Westgate Entertainment District promenade and the Renaissance Glendale Hotel & Spa.
- > The needs of each venue varied—sometimes drastically. The number of occupants, indoor vs. outdoor coverage needs, the relationship to nearby towers—each had to be considered individually.
- Concerts, conferences, regular season football and hockey games—none of these ongoing events could be disrupted for the installation.



The Solution

Due to the sheer wireless data capacity required to host an event like the Big Game, a fiber optic foundation was the only viable option. After installing the fiber network, we deployed a series of both indoor and outdoor small cells—being careful to integrate them with the existing macro towers and rooftop installations. We placed hundreds of nodes across the stadium, arena, hotel, parking lot and entertainment district. Each node was strategically placed to provide overlapping areas of coverage—resulting in higher bandwidthfor more fans in a given area.

The Big Game was, of course, the driving motivator for the upgrade, but we built the network with the future in mind. By using a neutral host infrastructure, we made it easy for additional wireless carriers to be accommodated without having to install separate systems. And, with the nearly limitless capacity of fiber, we ensured that the stadium and surrounding venues will continue to be served well beyond the Big Game.



Small cells are installed in ceilings at University of Phoenix Stadium.

Why Crown Castle?

We have more than 20 years of experience implementing small cells in universities and other communities, including dense urban centers and 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.

Long-term commitment

Our business is all about infrastructure, so you can count on us to be here for the long haul no matter how technology or carriers change.



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.