

Global sports fans expect destination experiences

Global fans at pinnacle events depend on connectivity wherever they go during their trip

The pinnacle events in sports attract a broad mix of global fans in large numbers, staying for extended periods

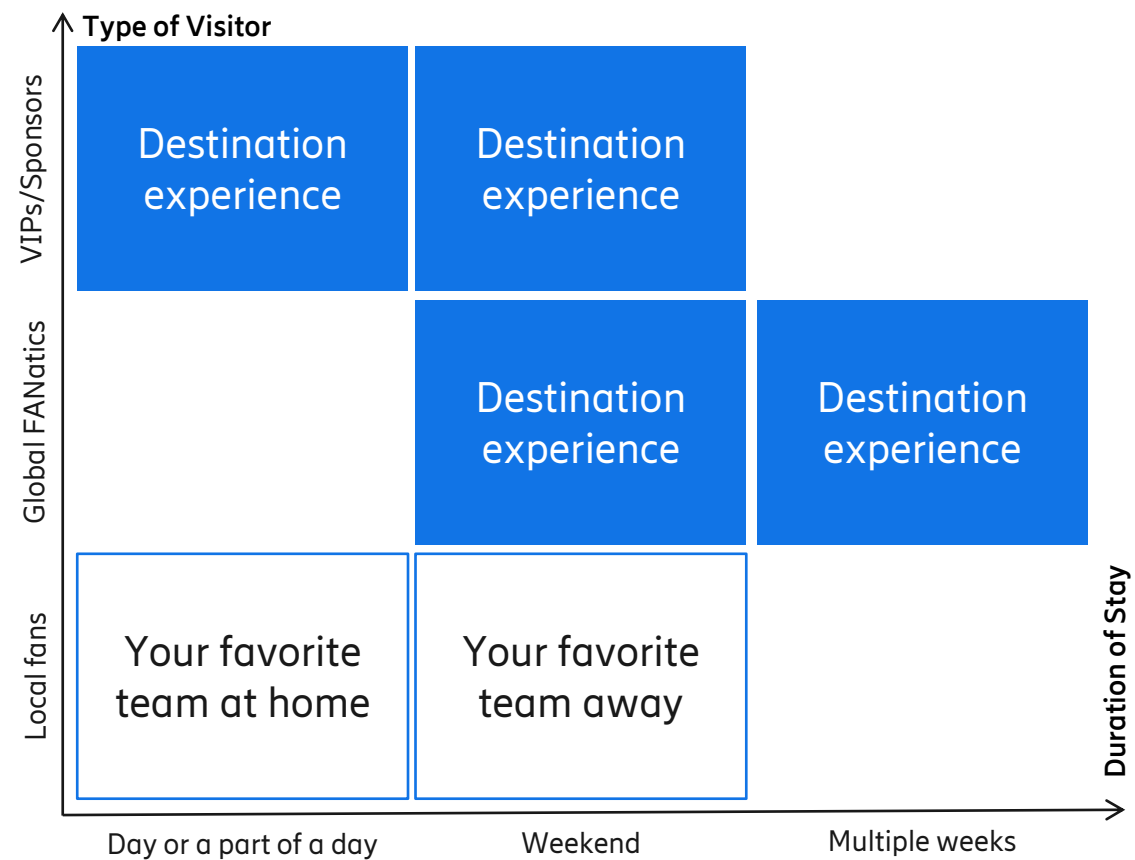
What is new: 20 cities in the US, Canada, and Mexico will host global pinnacle events in 2026

Why it matters: Fans at global pinnacle events expect digital experiences more like those at the annual football final and the greatest spectacle in racing than a typical game day in the professional leagues.

Problem: Fans visiting a global pinnacle event expect a destination experience. They are often part of larger groups and stay for extended periods. A large share are international visitors, with a mix of FANatics and VIPs/Sponsors. The total cost of their trip is significant, and they depend on strong connectivity throughout their stay.

Target outcomes: A high-quality digital experience for global fans, from arrival to departure gate, across all venues, metropolitan locations, and transport routes where they spend large chunks of time during the visit.

Solution innovations: 5G Network augmentations across venues and host cities. Permanent and temporary coverage and capacity upgrades in and around venues and in dedicated fan zones. Tailored connectivity offerings for different fan and sponsor categories, with matching connectivity differentiation, at competition venues. Opportunity for organizers to integrate or offer premium connectivity offerings with premium seating tickets.



Pinnacle events with balls, wheels, and circles have a lot to learn from one another when it comes to expectation-setting

6.5 M tickets available at the global soccer championship in US, Mexico and Canada¹

275k-400k fans attending each of the premier open-wheel races in Canada, Mexico and the US²

172 TB of mobile data traffic was generated at the historic 500-mile race in Indianapolis in 2025³

24 commercial partners for the global soccer championship⁴

1.) [FIFA World Cup ticketing programme launches in September](#). September 10, 2025 .

2.) [Formula 1's record breaking 2025 season in numbers](#), December 19, 2025

3.) [Verizon dominates Indy 500 Data Connectivity](#), May 29, 2025

4.) [Commercial Partnerships, FIFA](#), March 23, 2026

Global spectators are different: They stay for multiple days, often travel in groups, and include passionate fans, business clients, and corporate sponsors.

Soccer attendees: 6.5 million fans attend the global soccer championship across 16 cities in three countries in 2026. 48 qualifying teams play 104 games over 39 days. The average stay for visitors is expected to range from 10 to 16 days, depending on origin.

Premier open-wheel racing attendees: The first major sports documentary series has boosted attendance worldwide for the premier open-wheel racing series. The US, Canada, and Mexico host five races during 3-day long weekends: Austin (>400k attendees in 2024), Mexico City (>400k), Montreal (352k), Las Vegas (>300k 2025), and Miami (275k).

The historic 500-mile event in Indianapolis: Verizon saw 172 TB of traffic in its network in 2025. 1/3 of the traffic happened inside the venue and 2/3 outside. ¾ of the data traffic in the venue was downstream to fans, and ¼ was upstream from fans. This single day with 350,000 fans generated >40X the average mobile data traffic during regular-season football games.

Sponsors: Corporate sponsors are an important group of attendees at pinnacle events. A group expecting experiences above and beyond what consumers and enterprises can buy. The organizers of the big soccer tournament have three sponsorship tiers, with 24 commercial partners at the top, plus ~50 host city supporters engaged.

Bottom line: Soccer and car racing series set the bar high for destination experiences in 2026

Status Quo

Undifferentiated fan and sponsor experiences in venues

Leverage the existing 5G infrastructure at the venues that will be part of the 2026 super cycle

All experiences are based on universal connectivity

Take a Step

5G network augmentation that is limited to venues

Augment 5G networks at all venues to the standards defined by the annual football final

Extend the digital augmentation to soccer- and racing-specific features.

Build Momentum

5G network augmentation across venues and host cities

Augment 5G networks at all venues and across cities to the standards defined by the annual football final

Augment 5G networks at the main areas that are part of the destination experience: tourist attractions, public transportation routes, tail-gating areas, plus hospitality and entertainment districts

Lead Change

Special digital experience offerings for global fans

Target international offerings with dedicated offerings for the duration of their experience

Tiered connectivity offerings matching the span from entry-level tickets to sponsors in corporate suites



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