



Wireless Infrastructure Group

Enables Super Fast 4G Services for Liverpool Football Club at Anfield Stadium

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Wireless Infrastructure Group (WIG) enables superfast 4G mobile services in Anfield Stadium, enhancing the match day experience for fans and visitors.

THE VENUE

Anfield Stadium has been the home of Liverpool FC (LFC) since the club formed in 1892. It is the sixth largest stadium in England and regularly hosts domestic, European league and international football matches as well as a range of other entertainment events.

LFC remains an icon amongst global football brands and continues to attract a loyal worldwide fan base of all ages. Famous for the Scion Kop stand, the stadium regularly operates at its peak capacity of 54,000.

“Putting our fans first, improving their match day experience and helping them to enjoy their time at Anfield is integral to our strategy. Using expertise from WIG we’re tackling this challenge with high quality 4G services throughout the stadium to provide a much better match day experience.”

Andrew Robinson
Head of Technology & Transformation
Liverpool Football Club

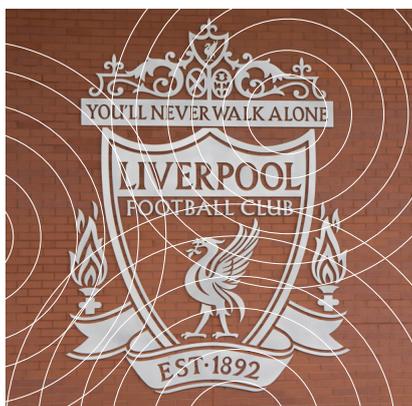
THE CHALLENGE

Reliable mobile services are now considered an integral part of any stadium experience for fans and visitors. Being able to connect to social media, share images, send messages and make calls is essential for the 98% of sports fans that use their mobile devices during a match or event.

Quick to recognise the benefits of an enhanced in-stadium experience, LFC sought an infrastructure partnership that could enable a best in class mobile service so that fans could stay connected on busy match days.

WIG was appointed as solution specialist to design, deploy and operate a network that achieved LFC’s mobile service ambitions with minimum disruption to daily operations.

LFC’s decision to work with WIG was based on our considerable experience in deploying mobile networks in busy and challenging environments and our relationships with the UK mobile network operators.



THE SOLUTION

The new stadium-wide network was designed and deployed by WIG and activated with our anchor partners at O2 and Vodafone who both connected during construction to deliver their services from launch.

WIG created a bespoke solution design for Anfield based on a single, distributed network architecture which supports all UK mobile network operators and is scaled to satisfy the service demands of end users in the stadium.

Underpinned by high-capacity fibre, WIG's network utilises shared antenna and cabling which has been distributed around the stadium and successfully delivered amidst a busy fixtures schedule. The launch network consisted of the following key components:

- 215 MIMO-ready antenna providing high capacity coverage throughout the stadium;
- 51 fibre-fed, intelligent remote radio nodes installed at back of house; and
- A single network control room where mobile network operators connect to deliver service.

WIG's network at Anfield can support all of the UK mobile networks and their technologies. Our investment in a fibre optic backbone means that the network has already enabled ultrafast 4G services and is ready to support the next wave of 5G mobile technology without the need for major network reconfiguration.

THE BENEFITS

Fans, visitors and staff at Anfield Stadium can now stay better connected because of WIG's distributed network. Our innovative technology is revolutionising the stadium experience and providing the following benefits to Liverpool FC:

- Improved fan access to club and match social media during peak attendance;
- Ability to push content to fans and improve active engagement through stadium apps;
- Enables the development of innovative stadium related services such as in-seat food and beverage ordering;
- Improved viral marketing to fans by enabling sharing of photos, videos and chat during events;
- Increased dwell time in the stadium leading to increased concession sales;
- Provision of reliable communication facilities for staff during events; and
- A seamless route to 5G enablement.

WIG provides a fully managed, lifecycle service to Liverpool FC with real time network monitoring, robust maintenance and around the clock service level commitments to ensure maximum network uptime and performance is maintained.

WIG's distributed network provides Liverpool FC with an efficient upgrade route to support future technologies such as 5G and to ensure that the fans, visitors and staff at the stadium continue to enjoy the best mobile service experience.

“We're committed to investing in our network for our customers in Liverpool and are delighted to be working with WIG to bring 4G to Anfield. Fans visiting Anfield will now be able to experience faster mobile internet from the stadium, making it easier to share videos and photos, as well as use video calling or stream video content.”

Brendan O'Reilly
Chief Network Officer O2

“We're delighted to be able to provide our customers at Anfield with ultra-fast 4G mobile. As well as the football ground, we're investing heavily in improving coverage throughout Liverpool and the surrounding area.”

Scott Petty
CTO at Vodafone