

Case study

Trophy-worthy performance at scale

Connecting the workforce behind FIFA World Cup 2026™

verizon business | FIFA

OFFICIAL CONNECTIVITY SPONSOR OF FIFA WORLD CUP 2026™

Key takeaways

- FIFA's workforce and constituent groups (and international travelers) were equipped with thousands of local SIMs and eSIMs in just 45 days.
- With a significant increase in venue bandwidth, FIFA had the capacity to absorb data surges and keep operations running smoothly.
- FIFA's administrative teams got up and running quickly with high-speed connectivity for temporary operational hubs.

The making of a tournament

With 104 matches in three countries, FIFA World Cup 2026™ was a logistical undertaking at tremendous scale. The tournament required a workforce and constituent groups totaling thousands of staff members and volunteers from around the world as well as international travelers. And they all needed fast, reliable mobile connectivity from the moment they arrived in North America.

Kicking off the new workforce

Connecting thousands of workers came with complex considerations for FIFA—considerations that called for an agile partner with established relationships and infrastructure to leverage. That includes:

- **Administrative hurdles:** FIFA wanted to avoid the strict data caps, high roaming fees and heavy paperwork typically associated with international mobile plans.
- **Workforce coordination:** Staff members and volunteers needed connectivity from the start to manage accreditation, logistics, fan experiences and match-day operations.
- **Operational continuity:** Critical back-office operations across the continent needed reliable connectivity across the six-week tournament window.

104 matches across three countries at FIFA World Cup 2026™

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Solutions

Building on an existing infrastructure and partner relationships, Verizon Business was able to equip FIFA's large, international workforce with secure mobile coverage and fiber connectivity for key operations.

Streamlined deployment of global eSIMs

Within a tight 45-day window, Verizon Business deployed more than 11,000 local SIMs and eSIMs for international staff and visitors, making it easy for them to get connected quickly.

Steady data flows

Field staff benefited from robust mobile coverage, supporting complex operations without the typical data throttling that carriers often impose.

Infrastructure boost

Enhancements in millimeter-wave (mmWave) spectrum and new investments in C-Band increased throughput and capacity to absorb major surges in workforce data traffic.

Fiber-optic foundation

Verizon Business capitalized on more than 80,000 miles of existing fiber-optic cable, helping provide low-latency connectivity for workers to coordinate and collaborate with ease.

Results

Fewer logistical bottlenecks

Rapid SIM and eSIM deployment by Verizon Business empowered thousands of workers to enter the U.S. and hit the ground running with simple cellular service setup.

Enhanced agility

Verizon Business equipped FIFA's administrative teams with "instant office" capabilities, empowering them to scale operational hubs, volunteer stations and pop-up retail sites in mere weeks.

A lasting legacy

The infrastructure developments Verizon Business made for the tournament enhanced network capabilities across host cities, better situating communities to support future high-capacity events.



Why Verizon Business?

At FIFA World Cup 2026™, Verizon Business demonstrated the ability to design and execute connectivity solutions at scale. This same ability has applications across industries, including:

- **Global logistics and supply chain management:** Quickly set up temporary shipping hubs, distribution centers and mass seasonal workforces
- **Construction and engineering:** Connect on-site contractors, field engineers and off-grid command trailers for multiregional projects
- **Emergency response and field services:** Support mobile command centers and temporary remote offices with high-capacity, low-latency network coverage

By pairing industry-leading connectivity with agile problem-solving capabilities, Verizon Business can help you tackle complex connectivity challenges and administrative hurdles at scale.

Ready to discover what Verizon Business can do for you?

Contact your Verizon Business Representative or visit verizon.com/poweringfifaworldcup to learn more about the solutions deployed.

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