Case study



The ultimate upload test

How Verizon Business is helping power a new era of network traffic

verizon business | FIFA

OFFICIAL CONNECTIVITY SPONSOR OF FIFA WORLD CUP 2026™

Key takeaways

- Fan upload traffic was expected to surge significantly during FIFA World Cup 2026™, calling for more capacity in the stands.
- FIFA worked with Verizon Business to increase upload capacity and support the performance of new technology.
- Verizon Business added C-Band spectrum to every U.S. stadium to boost throughput and accommodate international fans.

Giving fans the power to broadcast

More than ever, spectators are livestreaming their experiences at sporting events – and that can tip the balance of network traffic from downloads to uploads. At FIFA World Cup 2026™, huge spikes in upload traffic were expected, with fans contributing a substantial portion of the total volume.

With a suite of powerful network solutions on and off the field, Verizon Business helped FIFA accommodate the expected surge in uploads at FIFA World Cup 2026™ while helping power dynamic new broadcast tech.

Preparing for surges

To get ahead of expected spikes in network traffic during FIFA World Cup 2026™ matches, FIFA needed to account for:

Increased upload traffic

FIFA had to accommodate thousands of fans simultaneously livestreaming and uploading multimedia content online.

Bandwidth demands for new tech

To stream Lenovo Referee View body camera footage and give fans a new look at the action, FIFA needed low-latency connectivity uninterrupted by other network traffic.

Up to

50 TB

of data generated by fans during each match

verizon business

Solutions

Verizon Business delivered a host of network solutions geared to handle up to 50 TB of data generated by fans during each match, with dedicated enhancements for Lenovo Referee View body camera footage and fast, reliable fiber infrastructure to support live broadcast streams.

Switching on capacity

Verizon Business added C-Band spectrum to the millimeter-wave (mmWave) band already in use at U.S. stadiums – dramatically increasing throughput while covering international fans whose devices didn't support mmWave.

Tapping into a data expressway

Building on more than 80,000 miles of existing fiber-optic backbone, Verizon Business extended last-mile connectivity to stadiums, helping ensure that frames weren't dropped during match broadcasts.

Keeping ref cams connected

Verizon Business helped FIFA deploy a private 5G network at every stadium, extending dedicated coverage to the field to support near-real-time data transfers from Lenovo Referee View body camera footage.

Results

Performance under peak demand

Prioritizing uplink traffic helped reduce the risk of network congestion during peak moments, providing a reliable experience for fans and helping avoid disruptions in tournament operations.

Speed and scale to broadcast live

High-speed fiber infrastructure provided the bandwidth needed to handle large amounts of broadcast data for rapid transmission to the world.

A foundation for future events

The fiber infrastructure and C-Band spectrum installed at host venues will remain in place, providing a high-capacity, high-performance foundation for connectivity at future events.



Why Verizon Business?

On one of the world's biggest stages, Verizon Business utilized its C-Band and fiber infrastructure to help power the Lenovo Referee View body camera footage alongside a significant expected increase in fan upload data – helping prove the Verizon network's readiness for demanding workloads. Imagine what Verizon Business could help you accomplish in your industry.

- **Sports and live events:** Support multiple workflows, all requiring large volumes of streaming data, without compromising on performance or taking away from the fan experience.
- **Smart manufacturing and Industry 4.0:** Help predict and prevent machinery failures by streaming data from thousands of Internet of Things sensors and computer-vision systems to cloud-based AI models.
- **Healthcare logistics and diagnostics:** Help support clinical diagnosis by migrating high-resolution medical imaging and biometric data streams to cloud systems for rapid analysis.

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.

verizon business

© 2026 Verizon. This content was created with the assistance of artificial intelligence and validated by humans. OGCS2610626