

Case study

Peak performance on demand

Rapid deployment of temporary connectivity for events and operations at virtually any scale

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OFFICIAL CONNECTIVITY SPONSOR OF FIFA WORLD CUP 2026™

Key takeaways

- FIFA World Cup 2026™ used a comprehensive suite of Verizon Business connectivity solutions to help power temporary operations.
- Verizon Business helped connect stadium parking lots and FIFA Fan Festival™ sites using wireless business internet.
- FIFA introduced Lenovo Referee View body camera footage to broadcasts using a Private 5G Network for dedicated coverage on the field.

Quick turns, high impact

When FIFA World Cup 2026™ arrived in North America, it brought a flurry of events, activities and operations in 16 host cities – all requiring temporary, enterprise-grade connectivity for six action-packed weeks.

Verizon Business deployed a range of flexible, powerful connectivity solutions to help FIFA scale up in a matter of weeks and ramp down just as quickly after the final match.

The challenge of temporary demand

Leading up to the tournament, FIFA needed fast, reliable network connectivity for dozens of temporary locations, as well as areas in and around stadiums, to support:

Back-office operations

Including volunteer centers, media hubs and team camps

A dynamic fan experience

Covering FIFA Fan Festival locations, stadium parking lots, retail sites and hotels

Bodycams

Requiring powerful coverage to capture streaming video from the field

Data-intensive workloads

Including secure credentialing, real-time ticketing and biometric screening at key locations

16 cities supporting temporary operations in and around stadiums

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Solutions

Verizon Business provided a comprehensive suite of enterprise-grade connectivity solutions to help power mission-critical tournament operations. That included private 5G networks, Wi-Fi, local area networks (LAN) and 5G wireless business internet – all designed for high performance and rapid scalability for events in and around the stadiums.

Powerful broadcast capabilities

Verizon Business provided Wavelength Services carrying more than 7 Tbps of total capacity to transmit broadcasts from stadiums to the International Broadcast Center (IBC) and beyond for distribution to global media.

Internet outside the box

Verizon Business rapidly deployed 5G Business Internet at pop-up locations, including stadium parking lots and FIFA Fan Festival™ sites, gaining flexible connectivity without traditional network infrastructure.

Innovative fan experiences

With Verizon Private 5G Network on the field, FIFA was able to capture streaming video from Lenovo Referee View body cameras powered by artificial intelligence – giving fans new insight into the action.

Central control and visibility

Verizon Business engineers joined the FIFA Technology Command Center, helping monitor networks in near real time and resolve bottlenecks before they could affect tournament operations.

Results

Scaled up fast

Deploying in mere weeks, Verizon Business empowered FIFA to activate pop-up locations, retail sites and back-office hubs while supporting a world-class consumer experience.

Helped cut costs

High-speed internet deployed across temporary sites allowed FIFA to avoid more expensive and in-depth connectivity commitments for its short-term operations.

Wrapped up quickly

Designed explicitly for temporary environments, the wireless hardware was easy to remove after the tournament ended – without complex logistics.



Why Verizon Business?

As the work with FIFA World Cup™ shows, Verizon Business has the technology, scale and speed to deliver large-scale connectivity across borders in a matter of weeks. Imagine what's possible for your organization.

- **Logistics and warehousing:** Skip the fiber infrastructure build-out and use wireless business internet to set up seasonal fulfillment centers and temporary facilities in weeks.
- **Retail and experiential marketing:** Delight customers with cashierless checkout and pop-up stores at public festivals and remote locations.
- **Corporate events, remote offices and disaster recovery:** Set up temporary branch offices, construction trailers or emergency response units following a network outage or natural disaster.

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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