

Use case

Transforming the fan experience: smart stadium operations

See how a world-class stadium deployed Verizon 5G Video Insights to optimize crowd flow and operations.

A football stadium underwent a major redevelopment project to deliver a modern, friction-free fan experience.

What began as a targeted effort to improve concourse restroom line bottlenecks expanded into a venue-wide deployment, improving the fan experience and operational efficiencies without the heavy cost of custom software development.

This deployment highlights how a single out-of-the-box platform can deliver actionable video analytics at scale without the cost of custom software development. Through Verizon 5G Video Insights, the venue satisfied the majority of its operational requirements. This approach helped avoid costly customer development while providing high operational value and actionable insights across the entire facility.

Challenge

The venue faced significant concourse friction, where long restroom lines in the previous facility had degraded fan satisfaction and reduced overall stadium spend during peak break periods. Additionally, as a multi-use facility hosting community events, concerts and non-sporting gatherings, the venue needed flexible operations for outdoor courtyard gatherings, perimeter crowd tracking and post-event grounds clearing.

Managing these complex operations was historically difficult due to high point-solution costs, with niche analytics vendors charging individually per application. The venue also faced network and camera integration constraints, requiring a solution that could run locally next to on-site Video Management Systems (VMS) and feed real-time wait-time metrics directly to third-party digital signage providers.

The venue achieved a friction-free fan experience, venue-wide visibility and significant cost savings through the 5G Video Insights platform.

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Solution

To resolve these bottlenecks, the venue deployed 5G Video Insights using edge compute provided by the Camera Companion Devices (CCD), installed alongside the venue's VMS to ensure secure, low-latency processing. This edge infrastructure was integrated with Verizon Fixed Wireless Access (FWA) connectivity to support the RTSP/ONVIF-compliant camera streams.[1]

The solution feeds real-time wait-time metrics directly to concourse digital signage via standard REST APIs. This allows the venue to monitor in-line density and throughput at restroom queues, track concession line service cadence, monitor crowd flow across the primary entry gates, track parking lot vehicle occupancy and automate unattended object detection following outdoor events.

Benefits

With 5G Video Insights, the venue has transformed its concourse operations, helped distribute crowds and reduce wait times, enhancing the fan experience. Staff can now proactively manage crowd flow, optimize concession staffing and monitor perimeter access points using actionable edge data.

The modular, cost-effective solution utilizes out-of-the-box, prepackaged models to help the venue achieve rapid time-to-value, allowing staff to redistribute resources and focus on proactive security and crowd management rather than manual sweeps.

Why Verizon

5G Video Insights brings together the edge computing power, advanced analytics and reliable connectivity needed to manage demanding visual workloads. Supported by America's most reliable 5G network,[2] our solution helps you turn raw video footage into actionable intelligence. We provide the end-to-end support, professional configuration and robust network infrastructure that empowers your venue to innovate and grow.

- Modular edge architecture with Camera Companion Devices to process video streams locally.
- Versatile detection models including people counting, dwell time and vehicle tracking.
- Privacy-forward design with automated object blurring and no biometric collection.

Learn more

Talk to your Verizon Business representative today or visit thingspace.verizon.com/solutions/platforms/5g-video-insights.html to explore how we can help you turn visual data into new opportunities for efficiency.

1. IP cameras must have RTSP streaming enabled or be ONVIF-compliant.
2. Based on RootMetrics® United States RootScore® Report: 1H 2026. Tested with best commercially available smartphones on three national mobile networks across all available network types. Your experiences may vary. RootMetrics rankings are not an endorsement of Verizon. All rights reserved.

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