

CommScope provides high-performance Wi-Fi coverage for 157,000 music fans in Portugal

Customer

Altice Portugal

Country

Portugal

Challenges

Altice Portugal, the country's largest telecom company, needed to provide indoor and outdoor Wi-Fi coverage for the 23rd MEO Sudoeste, the largest music festival in Portugal. The five-day event features a superstar music lineup and attracts more than 100,000 music lovers every year. Musicians and festivalgoers expect trouble-free, high-bandwidth connectivity for their mobile devices throughout the 16-hectare (39-acre) festival grounds.

CommScope solution

CommScope deployed 96 RUCKUS™ Wi-Fi access points (APs) at strategic locations around the festival site, complementing a previously deployed RUCKUS network. With this network in place, participants shared 16 terabytes of content using approximately 20,000 connected devices. That's equivalent to 29 years' worth of streaming music or 500 hours of 4K video.



Largest event in Portugal

Held in Zambujeira do Mar in southwest Portugal, MEO Sudoeste features some of the biggest names in pop, rock, rap, reggae and dance music and attracts fans from all over the world. In 2019, 157,000 people attended the event, making it one of the largest in festival history. With the explosion of mobile devices, festivalgoers expect to be connected constantly, regardless of their location on the grounds.

They want to share their experiences with their friends and family through social media, video streaming, photos, texts and emails.

Providing rock-solid Wi-Fi for streaming video-loving musicians and festivalgoers anywhere on the grounds is no easy feat. Telecom provider Altice Portugal had to deliver high-performing Wi-Fi coverage throughout the festival grounds, including concert, camping and parking areas,



encompassing 16 hectares (39 acres). So many people using smartphones and other Wi-Fi-enabled devices simultaneously can overload a network, leading to slow connections, service interruptions and stalled videos.

The right technology

CommScope deployed 96 RUCKUS Wi-Fi outdoor access points (APs)—including the T710, T300, T310 and T301N—throughout the festival grounds. CommScope added 10 new access points, complementing the more than 80 RUCKUS APs that provided coverage in 2018. Altice Portugal used two existing, redundant RUCKUS WLAN controllers to manage the entire network and paired them with RUCKUS SmartCell Insight to collect and process network usage data from the event.

RUCKUS APs use several patented and proprietary technologies to deliver above-and-beyond performance. BeamFlex+™ antenna technology improves the coverage area of each AP, while working in tandem with ChannelFly™ dynamic channel management technology to enable more simultaneous users to have a seamless video experience.



At peak times, 80 percent of the data traffic of this advanced Wi-Fi network was upload traffic, indicating that festivalgoers were interested more in creating and sharing their experiences than in streaming Netflix. Festivalgoers enjoyed an average data rate of 98 megabits per second, which can be difficult to achieve in a home setting, let alone at a festival—underscoring the dependability, reliability and quality of the RUCKUS-powered network.

Video is key

Video plays a big role at MEO Sudoeste. The event organizers streamed some of the concerts over the live digital TV channel and shared backstage interviews and other activities. More than 24,000 people downloaded the MEO Sudoeste mobile app. In all, more than 700 pieces of content produced for MEO Sudoeste 2019 received more than 7 million video views.

By sharing their experiences on social networks, including Facebook, Instagram and Twitter, those who attend the festival contribute significantly to its success. MEO Sudoeste 2019 produced more than 400,000 interactions on social media platforms—an increase of over 50 percent from 2018. Clearly, high-performance Wi-Fi coverage is critical for the fan experience and the event's promotion on the world stage.

“Deploying high-performing Wi-Fi at a summer festival like MEO Sudoeste is very challenging. Large public concerts at outdoor venues represent a high-density environment, underscored by the number of people and signal interference due to the sound and light equipment near performance stages. The solution is to use RUCKUS narrow antennas, which help mitigate these challenges, improving the Wi-Fi and festival experience for participants and performers.”

Luís Oliveira
Events Technical Manager, Altice Portugal

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