

SuperSport Park Stadium (Sports)

Every Cheer Counts!

Connecting Fans: SuperSport Park's
Winning Strategy with Open Wi-Fi.



Background

The infusion of cutting-edge technology has ushered in a new era for sports arenas, and SuperSport Park in Centurion, South Africa, stands at the forefront of this transformation. With a substantial seating capacity of 22,000, it exemplifies the modernity of cricket venues.

Home to the Titans Cricket Team, formerly known as Northern Transvaal, the stadium has earned accolades from players worldwide, who have described it as one of the finest cricketing venues globally.

SuperSport Park, often affectionately referred to as Centurion Park, features two iconic ends - the West Lane End and the Hennops River End. Since its inception in the 1986-87 season, this stadium has become synonymous with hosting high-stakes international matches across a spectrum of formats for the South African national teams. To date, it has been the venue for 26 test matches. Numerous captains have lauded the stadium as having some of the best player facilities worldwide.

In the pursuit of excellence, SuperSport Park has embraced advanced wireless technology, revolutionizing the fan experience and operational efficiency. A robust Wi-Fi network permeates the stadium, facilitating seamless communication and coordination between staff, ensuring real-time updates on match progress, safety measures, and other critical information.

The presence of OpenWifi ensures that patrons are not only treated to a world-class cricketing spectacle but are also kept well-informed and secure throughout their time at the stadium.

- **Cricket is the second most followed sport worldwide, with an estimated 2.5 billion spectators.¹**
- **SuperSport Park Stadium stands among the top 5 international cricket stadiums in South Africa with the highest capacity to hold.²**



Overview

This advanced infrastructure not only enhances the spectator experience but also provides lucrative opportunities for businesses within the stadium premises. With our OpenWiFi network, commercial ventures can leverage customer data to deliver targeted marketing, engage with patrons in real-time, and foster lasting connections with their clientele.

Supersport Park Cricket Stadium is committed to providing an unparalleled connectivity experience to our valued spectators. The introduction of OpenWiFi, made possible by the Telecom Infra Project's OpenWiFi initiative, the sponsorship of IO by HFCL Limited, the expertise of Wavespot, and the dedicated efforts of PMD Group, marks a significant milestone in our ongoing mission to deliver the best sporting experience.

Samuel Prinsloo

Financial Manager at Supersport Park Cricket Stadium

SuperSport Park has taken a pioneering step towards enhancing the spectator experience by implementing a cutting-edge open Wi-Fi network infrastructure. Attendees can now relish seamless connectivity while savoring world-class cricket at every game hosted at the venue. The implementation of the OpenWiFi network opens doors for businesses to harness valuable customer insights, enabling tailored marketing efforts, real-time engagement with patrons, and the cultivation of enduring customer relationships. Through the utilization of an advanced analytics package, the objective was to analyze who all are moving throughout the stadium.

This initiative is a result of the collaboration between the Telecom Infra Project's (TIP) OpenLAN Project Group and several industry-leading companies. The project has witnessed the instrumental involvement of the South African company PMD Group, responsible for the construction, design, installation, and equipment integration. Hailing from India, io by HFCL contributed significantly to the initiative by providing Wi-Fi Access Products for successful deployment of OpenWiFi network at SuperSports Park stadium. The network is expertly managed by Wavespot, an industry frontrunner in Wi-Fi network infrastructure and location-based services.

Noteworthy is TIP's OpenWiFi community, comprising over 300 participant companies, all dedicated to meeting the evolving needs of service providers. Through the OpenLAN Project Group's support, the initiative has harnessed the power of open-source development and automated testing. This enables Wi-Fi service providers to seamlessly deploy access points, cloud controllers, and smart analytics from various suppliers.

The ICC Cricket World Cup 2023, has experienced a 43% surge in viewership. A remarkable milestone has been achieved, surpassing 123.8 billion minutes of watch-time within the first 18 matches.³

SuperSport Park Stadium has hosted 28 test matches, 65 ODI games, and 16 T20 matches to date.⁴

Challenge

In order to enable increased business opportunities and enhance the spectator experience at SuperSport Park stadium, the deployment of OpenWi-Fi solutions became imperative. Innovative technology was required to empower commercial ventures to leverage customer data for targeted marketing, real-time patron engagement, and cultivation of enduring connections with their clientele.

Solution

A complete hardware solution was proposed and deployed to ensure a ubiquitous, secure and scalable Wi-Fi Access solution across the SuperSports Park stadium. After meticulous analysis, the team identified 40 key hotspot areas where they decided to deploy the latest generation Wi-Fi 6 Outdoor Access Points to provide seamless Wi-Fi connectivity.

With a high capacity of up to 1.78 Gbps, EasyMesh certification, and WPA3 security compliance, they ensure seamless connectivity, enhanced security, and high-speed data transfer with minimal latency. These Outdoor Access Points are a game changer for seamless communication and improved performance in crowded environments. The entire network will be managed by Wavespot through TIP's OpenWiFi technology to ensure operational efficiency.

Outdoor Wi-Fi



ion4xe-Wi-Fi 6 2x2 (Qty: 40)

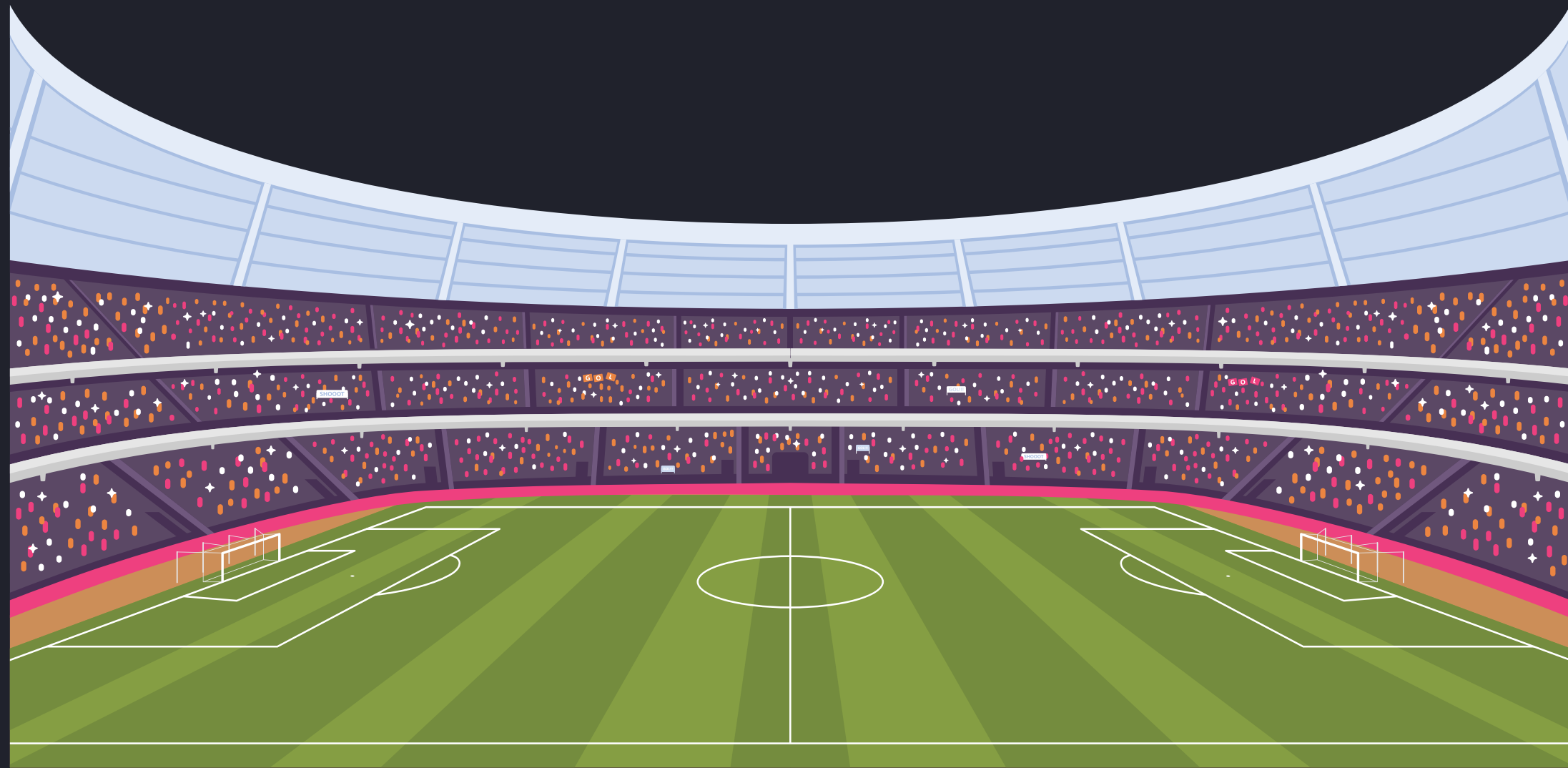
MU-MIMO high capacity indoor Access Points

Result

- 01** The implementation of cutting-edge Wi-Fi Access solution at SuperSport Park has redefined the stadium experience. The upgrade to Wi-Fi 6 technology has ensured seamless connectivity for 22,000 spectators, enhancing their overall experience.
- 02** The deployment of Wi-Fi 6 Outdoor Access Points in 40 key hotspot areas has significantly improved communication and performance in crowded environments.
- 03** The OpenWiFi network has provided invaluable customer insights, enabling targeted marketing efforts and real-time engagement with patrons.
- 04** The initiative has positioned SuperSport Park at the forefront of modern sports arenas, setting a benchmark for connectivity and fan experience.
- 05** Advanced analytics capabilities have streamlined the process of tracking and analyzing the movement of individuals across the stadium, providing valuable insights for operational efficiency and spectator safety.

Conclusion

The implementation of cutting-edge Wi-Fi Access solution at SuperSport Park's stands as a groundbreaking achievement in redefining the stadium experience. With the Wi-Fi 6 upgrade, the venue now offers seamless connectivity and invaluable customer insights, positioning itself at the forefront of modern sports arenas. Leveraging technology and expertise, we are assured that this innovative solution will continue to provide spectators with unparalleled ease and speed, enhancing their overall experience at SuperSport Park.



References

1. How Many People Watch Cricket? [Cricket Viewership Statistics 2023] (playtoday.co)
2. <https://crictv4u.com/full-members/south-africa/top-10-south-african-stadiums-with-the-highest-capacity>
3. Records tumble as hundreds of millions of fans tune in to Men's Cricket World Cup 2023 (icc-cricket.com)
4. <https://m.cricbuzz.com/cricket-series/7105/csa-provincial-one-day-challenge-division-one-2023/venues/75/supersport-park>

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