



PETERS SUH – REIGNITING EVENTS AND VENUES WITH 5G

VIDEO TRANSCRIPT

Hi – I’m Peters Suh, and I’m Accenture’s lead for Network and Connected Services practice in North America.

After the pandemic is over, many people’s top 10 list includes hugging family and friends, eating in a restaurant, traveling... **and, one of my favorites, attending in person a concert or sporting event.**

Actually being live at a sporting event or concert will be great, but attending a venue with a 5G powered solution will make the wait even more special.

Accenture has extensive experience in helping our clients to monetize new, innovative, and experiential services via sports stadiums.

Accenture works with major stadiums and service providers to create 5G powered venues, unlock more immersive and tailored fan experiences and a 5G experience can start engaging the fan before they get to the stadium, while attending the event, and heading back home with memories from their first post-pandemic concert or sporting event.

Stadiums and high-density venues, such as performing arts centers, movie theatres, and music venues represent a microcosm of 5G, with a need to bring higher user engagement in challenging network conditions. These are often difficult conditions to provide coverage and meet usage needs.

In addition, authenticating the user and allowing

the customer to roam on your network if they are not an existing customer, and ensuring that the network has a strong connectivity, and the services on the 5G are not just faster versions of LTE or WIFI will be critical.

Accenture and our Network and Connected Services practice works with major stadiums and service providers to ensure that the anticipation of 5G is not only met, but the experiences are exceeded.

SEO – MWC, 5G, Connectivity, Telco

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