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## The Big Winners on the Gridiron

*Score! AT&T Puts Its Unique “3 Platforms” Approach on Display for Fans at Pro Football’s Biggest Game*

Before a quarterback *connects* on a crucial pass to his receiver in the endzone...  
Before a sea of smartphone lights fill the stadium to record the iconic halftime show, *connecting* with fans not lucky enough to go to the Big Game...  
Before the thousands of first responders *connect* to help keep everyone safe...  
Before it all... there is AT&T and our unique “[3 platforms](#)” approach ready to power each of these connections.

From wireless to fiber to first responders, our network teams had a 5-month blitz to build and bolster America’s Most Reliable 5G Network<sup>1</sup>, [fastest fiber](#) and [FirstNet](#)<sup>®</sup> – the nation’s *only* network built with and for public safety – at the Big Game. We’ve set up a massive system in record time at the stadium and surrounding campus. **This year’s event is suited up with more than 10 times the capacity of 2020’s Big Game.** That means, with tens of thousands of fans each scoring their own favorite moments, our network will be able to handle their needs.

“Our bench is deep with unprecedented bandwidth for the Big Game across all of our technology offerings, including fiber and wireless; specifically, 4G LTE, 5G and 5G+,” said **Asad Paracha, RAN Director, AT&T**. “Overall, we’ve added thousands of wireless network elements and thousands of feet of fiber in and around the stadium.”

We also worked with venue owners and city personnel to deploy additional portable cell sites including 6 high-capacity COWs (Cell on Wheels), to provide even more capacity for fans and first responders.

### Building a Game Plan

And we didn’t stop at the stadium. We’ve spent the last 2 years investing in and around Southern California. We’ve upgraded and expanded our network infrastructure across the area with thousands of cell sites and even more fiber. And for major events like this, adding more fiber in the area ultimately means more wireless capacity for fans and first responders.

**We’re constantly investing in those 3 platforms to score big with customers.** We want AT&T fans to have the next best experience to actually being on the gridiron. No matter which team they’re rooting for, we want them to be able to share the biggest touchdown or upset as quickly as possible.

“From downloading tickets, to finding friends among the crowd, and documenting the experience from start to finish on social media, AT&T will be there for our fans,” said **Adrian Quintanilla, VPGM of Southern California, AT&T**. “And when you think of what our first responders need to help keep everyone safe and sound, FirstNet is more than a network. It’s a necessity!”

### **Making the Big Plays for Public Safety**

The Big Game could come down to a Safety on the field, but [FirstNet, Built with AT&T](#) is focused on safety off the field. Each year, the first responder community prepares for what is actually a [massive public safety event](#) with a little football thrown in. And we are the only wireless carrier that backs first responders with a platform built specifically with and for them to keep them mission ready.

We’ve spent over a year working hand-in-hand with the federal, state and local agencies to help ensure they have the [interoperable](#) communications tools they need for every eventuality. Check out our latest [FirstNet blog here](#) to learn more about our public safety-specific preparations and how [ROG the Dog](#) is making a special visit to provide some much-needed stress relief to first responders before kickoff.

So as public safety continues their operations, fans can stay focused on the fun and excitement with confidence. No matter which team takes home the big trophy, when the clock runs out on this year’s Big Game, we know AT&T fans will come out winners.

### **Check out [“The Big Game’s True Champions: Public Safety on FirstNet”](#) blog**

<sup>1</sup>Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G not available everywhere. Go to [att.com/5Gforyou](http://att.com/5Gforyou) for details.

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