FreshWave

Is your Wi-Fi struggling to keep up with demand?

Get the capacity and coverage your venue needs with assured, all-operator 4G/5G mobile connectivity.



£2.7bn

The estimated annual value lost due to poor connectivity across UK venues, stadiums and arenas.
(The Mobile Connectivity ROI Index 2026)

65%

of venue respondents say better mobile connectivity would unlock real-time personalised experiences for customers.
(The Mobile Connectivity ROI Index 2026)

50%

of top 20 UK stadiums connected by Freshwave.

Score easy wins with assured connectivity

- **All fans connected across all mobile networks**
- **Faster, easier ticketing and transactions**
- **Supports cyber security and safety**
- **Enhances fan experiences, AI and sponsor activations**

Connecting Principality Stadium

Freshwave upgraded Principality Stadium's existing 4G system with 5G connectivity, helping deliver the capacity and coverage needed to keep fans and venue teams connected during major events.

Scan to read the Principality Stadium case study



3.3 TB

Of mobile data consumed by attendees at Taylor Swift's June 2024 concert, held at Principality Stadium.

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5-star connectivity for every occasion



High-density venues and stadiums, where thousands of people gather, generate extraordinary demand for voice and data services. Building materials block outdoor mobile signal and when 20,000+ people all try to stream, share, or connect at once, the network simply can't keep up: calls drop, apps stall, and messages fail to send.

Freshwave's systems are designed for all UK operators equally at a technical level. This ensures assured, all-operator 4G/5G connectivity with the capacity and coverage to keep all fans and staff connected. Assured all-operator connectivity supports digital transformation, creates additional revenue streams and increases operational efficiencies.

Why choose Freshwave for your venue?

8.5m sq ft of UK stadiums connected

4G/5G systems designed for all-operators equally

Commercial flexibility

Indoor and outdoor connectivity expertise

Where we've provided assured connectivity:

Premier League

Stadiwm Principality Stadium

Twickenham Stadium

ICC Wales

London

What could better connectivity unlock for your venue?

Our Mobile Connectivity ROI Index 2026 reveals the connectivity challenges and opportunities facing UK stadiums, arenas and venues, from enhancing fan experiences to supporting smoother event operations and facilitating AI-powered tools and platforms.

The research highlights how better indoor 4G/5G connectivity can help venues:

- Deliver personalised fan experiences and real-time engagement
- Support seamless ticketing and mobile payments
- Improve safety, security and event operations
- Increase operational efficiency and staff productivity
- Enable AI, smart technologies and new digital experiences

Scan to discover the value of better connectivity for stadiums and venues

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