



WOMAD Festival

Wi-Fi for high footfall locations

The customer

WOMAD (World of Music, Arts and Dance) is an internationally established festival which brings together artists from all over the globe.

The WOMAD 2010 festival in Charlton Park was an outdoor event set in over 200 acres of land and had approximately 40,000 attendees.

Our partner

Formed in 2007, Etherlive is a specialist event IT company based in Wiltshire designing, implementing and supporting both temporary and permanent IT solutions for the events industry.

Offering customers an end-to-end service, Etherlive supports event organisers and venue managers as they deal with the challenges of connectivity, security, communications and monitoring across large and complex venues.

The challenge

Etherlive had provided technology solutions for the WOMAD in core areas of the festival, but had not previously been asked to design a festival-wide solution meeting the need of festival goers as well as organisers and crew throughout the entire site.

As with many high footfall events and locations, such as stadiums and shopping centres, festivals generally suffer from poor data coverage and performance due to the sheer number of users vs. available 3G capacity. WOMAD wanted a solution to address this issue.

UK Broadband worked in partnership with Etherlive to provide the WOMAD festival with a simple, but powerful, high capacity attendee Internet access solution, which also met all digital compliance regulations.

“We are constantly looking for ways to improve the festival experience for people and free Internet access does that.

It allows people to stream Radio WOMAD, keep up with the latest events on Twitter and Facebook and means that smart phone applications can operate well on the festival site,” said Chris Smith, Festival Director, WOMAD.

Highlights

Objectives and usage

Providing high capacity data access in high footfall areas

Location

Temporary festival venue in a rural location covering 200 acres

Solution

WiFi-now, campsite-wide and in key locations

Key benefits

- Improved customer/visitor experience
- Removal of legal responsibilities for traffic
- Valuable usage reporting
- Future advertising opportunities
- Improved event PR

WOMAD Festival Case Study

The solution

Over 40 wireless access points were deployed across the campsite and key locations, so that the Wi-Fi could be transmitted to all attendees.

To provide complete coverage, a communication tower light (designed by Etherlive) was used to support both wired and wireless Internet access, plus phone connections and temporary leased line services were used to connect the Internet.

UK Broadband provided and managed the wireless routing and all attendee IP addresses, removing the legal responsibility for data traffic from WOMAD.

This also allowed UK Broadband to monitor and report on usage providing valuable information for the organisers.

“We are constantly looking for ways to improve the festival experience for people and free Internet access does that.”

Chris Smith
Festival Director
WOMAD

The benefits

This service enabled all the attendees of the event to have constant access to the Internet with the following usage results:

- 1 million URL's were downloaded using the UK Broadband WiFi-now service
- Of the sites visited, most were social networking
- 3,300 individual smart phone owners used the WiFi-now service
- The total amount of traffic offloaded through the UK Broadband network was 269.4 Gbytes.

The extensive WiFi-now coverage provided free marketing, advertising and PR for the event organisers, as people used social networking to talk about the event and also to upload images.

The service coverage was so good that it was also used it to monitor sound around the peripheral area to ensure the festival was within noise regulations.

It was also powerful enough for CCTV cameras to be deployed and monitored using the same technology.

WOMAD and Etherlive did not need to worry about any legal responsibility for the traffic as this was all managed by UK Broadband.

In addition to all the above benefits, UK Broadband's WiFi-now service offers the option of adding a portal for promotional offers, advertising and useful information.

“Etherlive found it really easy to interface with UK Broadband's products.

They enabled us to take our experience and knowledge deploying temporary networking and couple it with a product which could easily meet the solution requirements.

It was the first time we were able to provide a service for not only the staff, production crews and bands but all the festival attendees too.”

Tom McNerney
Etherlive



About us

UK Broadband is the UK's largest holder of national radio spectrum suitable for 4G mobile services and fixed wireless solutions.

We provide wireless data capacity, equipment, services and solutions to the telecoms industry, service providers, channel partners and the public sector.

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