



Contact *iGR*

Iain Gillott

iain@iGR-inc.com

New *iGR* study provides a five-year forecast of spending on in-building wireless systems in U.S. stadiums and arenas

Study contains a revised forecast based on ongoing COVID-19 impact

AUSTIN, Texas, June 10th, 2021 – Counting professional sports teams, college athletics and high school sports, there are several thousand stadiums/arenas in the U.S. Many of these buildings already have distributed antenna systems (DAS) and Wi-Fi systems deployed to handle attendee data traffic, but additional in-building wireless (IBW) systems will be needed to improve attendees' experiences and create 'smart stadiums.

iGR, a market research consultancy focused on the wireless and mobile industry, has just released an updated market study that quantifies the IBW opportunity in U.S. stadiums and arenas with a revised forecast of the cellular IBW market.

The 2021 revised forecast was modeled with new data and assumptions regarding the (ongoing) COVID-19 pandemic, newly available data (November 2020) from the Commercial Buildings Energy Consumption Survey (CBECS), and information gathered from conversations with multiple solution providers in the IBW market.

"Stadiums and arenas were severely impacted by the pandemic," said Iain Gillott, president and founder of *iGR*. "But *iGR* believes that investment in stadium IBW systems will continue, particularly in and around the venues where the various "big games" are played."

iGR's market study, [***U.S. Stadiums and Arenas: Cellular In-Building Wireless Spending Forecast, 2020-2025***](#), provides a five-year forecast for both network build spending and operational spending for the deployment of cellular IBW in U.S. stadiums and arenas in the sub 6 GHz, CBRS and mmWave bands.

The following key questions are addressed in the new study:

- What is a smart stadium? What applications and services are enabled in a smart stadium?

- How has COVID-19 impacted the IBW market for stadiums and arenas?
- How much will be spent to build and operate sub 6 GHz, CBRS and mmWave IBW systems in U.S. stadiums and arenas from 2020 to 2025?
- What technologies are required for a smart stadium/arena?
- What are 5G, CBRS, and MmWave, some of the technologies and spectrums that will support cellular IBW?

The information in this market study will be valuable for:

- Mobile operators, particularly those servicing the U.S. market
- Mobile backhaul providers, including telcos and cable MSOs
- Wired and wireless backhaul vendors and solution providers
- Mobile OEMs, particularly those servicing the U.S. market
- Wired and wireless infrastructure vendors, particularly those servicing the U.S. market
- Financial and investment analysts.

The new market study can be [purchased](#) and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at Iain@iGR-inc.com for additional details.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its twenty-first year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: 5G, 4G LTE, smartphones, tablets, connected cars, V2X and V2V, mobile applications, bandwidth demand and use, 5G small cell and het-net architectures, 5G new core virtualization, mobile EPC and RAN virtualization, edge computing, in-building wireless, CBRS, mmWave, spectrum farming, DAS, VoLTE, macro-, pico- and femtocells, mobile front/backhaul, WiFi and WiFi offload, and enterprise private LTE/5G.

A more complete profile of the company can be found at www.igr-inc.com.