

MLB All-Star Week Drives Record Wi-Fi Fan Engagement

July 18, 2023

All-Star Week Festivities Netted More than 47 TB of Wi-Fi Data across Nearly 155,000 Devices

MORRISVILLE, N.C.--(BUSINESS WIRE)--Jul. 18, 2023-- [Extreme Networks™, Inc.](#) (Nasdaq: EXTR), a leader in cloud networking, today announced that the recent MLB All-Star Week in Seattle, which ran fully on Extreme wireless solutions, drove record fan Wi-Fi engagement with 155,000 clients connected and more than 47 TB of Wi-Fi data transferred throughout the Midsummer Classic festivities including Capital One PLAY BALL PARK, the T-Mobile Home Run Derby and All-Star Game presented by Mastercard. By contrast, Super Bowl LVII held in February generated 31.5 TB of Wi-Fi data transferred in a single day.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230718910795/en/>



(Graphic: Business Wire)

platforms throughout the events. The three most-used apps were: 1) MLB All-Star Experience Pass app presented by Capital One, 2) Instagram and 3) Twitter.

Executive Perspectives

Chris Marinak, Chief Operations and Strategy Officer

"All-Star Week is all about the fans, and some ways to gauge the impact we're having on the fans are crowd noise, concessions and Wi-Fi engagement. Capturing and sharing the most memorable moments of the Home Run Derby or All-Star Game is part of the overall experience. In order to do that, we need a high-performing, reliable network that is easy to manage. ExtremeAnalytics helps us understand engagement, performance and operational efficiency. It is a game-changer when it comes to venue management and ensuring you've captured the energy, interests and passion of digitally engaged fans."

Wes Durow, Chief Marketing Officer, Extreme Networks

MLB had a combined total of 2,201 [Wi-Fi 6 access points](#) across Lumen Field and T-Mobile Park to deliver an incredible experience for everyone attending All-Star Week, and fans took advantage of capturing and sharing their favorite moments from the event. [ExtremeAnalytics](#) and [ExtremeCloud™ IC](#) solutions provided key insights around fan engagement, network performance and operational efficiencies.

All-Star Connectivity

- Wi-Fi Engagement at Monday's T-Mobile Home Run Derby accounted for 10 TB of Wi-Fi data transferred across 28,751 connected devices.
- The All-Star Game presented by Mastercard on Tuesday drove 11.3 TB of data transferred across 29,255 connected devices.

Most Engaging Moments

- Fan Wi-Fi engagement peaked at three action-packed moments during Monday's T-Mobile **Home Run Derby**, with a broken record for home runs in a single round and a heated semi-final round.
 - Bandwidth spiked to 7.8 Gbps as the derby started.
 - When Julio Rodríguez of the Seattle Mariners broke the single-round Home Run Derby record at 41, bandwidth peaked at 8.1 Gbps.
 - Engagement increased to 8.4 Gbps when the semi-final round began, with Randy Arozarena of the Tampa Bay Rays stepping up to the plate.
- During Tuesday night's **All-Star Game presented by Mastercard** fan engagement peaked at the three following moments:
 - Network bandwidth shot to 7.7 Gbps as Mariners legends Ken Griffey Jr. and Edgar Martínez threw out the ceremonial first pitch.
 - Bandwidth spiked again to 6.6 Gbps as Yandy Díaz of the Tampa Bay Rays hit the first home run of the game.
 - The peak moment during the game came as Adolis García of the Texas Rangers made an incredible catch, with bandwidth spiking at 9.2 Gbps

Most-Used Apps

Fans across Capital One PLAY BALL PARK, the T-Mobile Home Run Derby and All-Star Game presented by Mastercard leaned into a variety of different applications and social

“Professional sports organizations like MLB have paved the way for exceptional digital fan/loyalist experiences and have created a model for enterprise organizations to follow suit. With a high-performing network, you create the foundation for new opportunities to monetize services and create and build fan/consumer engagement. When you layer on analytics and insights, you’re able to better customize experiences, improve operational efficiency and ensure that the experience is flawless. MLB has been a thought leader in understanding how to leverage Wi-Fi to improve both the fan experience, but also the on-field strategy. This year’s All-Star Week set the bar for Wi-Fi engagement and we’re confident we’ll continue to see new records set all the way through the MLB Postseason.”

Did You Know?

- Extreme is the [Official Wi-Fi Solutions Provider of MLB](#), delivering in-stadium Wi-Fi and Wi-Fi analytics in 15 MLB ballparks as well as Wi-Fi connectivity in bullpens, dugouts and press boxes in all 30 MLB ballparks.
- Extreme is a trusted provider of venue solutions, delivering high-performance Wi-Fi and analytics to leagues including [Minor League Baseball](#), the [NFL](#), the [NHL](#), [NASCAR](#), [Manchester United](#) and [Liverpool FC](#).

About Extreme Networks

Extreme Networks, Inc. ([EXTR](#)) is a leader in cloud networking focused on delivering services that connect devices, applications, and people in new ways. We push the boundaries of technology leveraging the powers of machine learning, artificial intelligence, analytics, and automation. 50,000 customers globally trust our end-to-end, cloud-driven networking solutions and rely on our top-rated services and support to accelerate their digital transformation efforts and deliver progress like never before. For more information, visit Extreme's website at <https://www.extremenetworks.com/> or follow us on [LinkedIn](#), [YouTube](#), [Twitter](#), [Facebook](#) or [Instagram](#).

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