



# Live Nation Entertainment

## WHY LIVE NATION STAYS CONNECTED WITH ONE RING

Live Nation Entertainment needed the large bandwidth capabilities of One Ring’s privately owned network to support an outdoor music festival, Music Midtown, covering 20 acres of land with more than 100,000 attendees - and only for a temporary basis. In addition, the wireless carrier’s hands-on service team was eager to tackle the anticipated learning curve with a custom-built infrastructure, since the entertainment company had previously held events indoors on a significantly smaller scale.

One Ring’s relationship with Live Nation was developed after successful completion of multiple projects held at the Tabernacle, a downtown Atlanta concert venue owned by Live Nation. David Helberg, general manager, knew the wireless carrier was a perfect fit for this outdoor project based on past experiences with One Ring’s reliable, scalable service and operations team.

**“WE’VE WORKED WITH ONE RING FOR SEVERAL EVENTS AT THE TABERNACLE, AND WITH LIVE EVENTS, THERE’S NO ROOM FOR ERROR WHEN IT COMES TO RUNNING OUR VENUE OPERATIONS, WHICH INCLUDE TICKET SCANNING AND PROCESSING, DATA COLLECTION AND PAYMENT SYSTEMS. THEY GET IT. ONE RING UNDERSTANDS THE SCALE OF OUR NEEDS AND IS ABLE TO PROVIDE SERVICE FOR A TEMPORARY BASIS, NOT A LOT OF OTHER CARRIERS WILL DO THAT.”**

DAVID HELBERG, GENERAL MANAGER AT LIVE NATION

## The Challenges

High-speed internet for a outdoor music festival lacking permanent connectivity infrastructure

## The Solution

One Ring Networks quick to install fixed wireless solution

## The Results

A reliable connectivity infrastructure facilitating the concert’s needs





## BEFORE THE CURTAIN RISES

When the Atlanta-based entertainment company began planning for a massive outdoor music festival, Helberg knew that there was a limited number of wireless carriers that could conceptually understand what all would go into running temporary WiFi to power 20 acres of urban, outdoor event space. With similar events in the past, Live Nation experienced frustration with other carriers due to a lack of knowledge about installing and running broadband for the massive amounts of data that would accumulate all in a 24-hour time period.

## THE VIP TREATMENT

Live Nation optimizes broadband performance with One Ring's wireless service, an alternative to the traditional ILEC, with speeds up to 1000Mbps. Live Nation used both fiber and wireless for events held at the Tabernacle in the past, so with an outdoor music festival 100 times the size of any concert it's held before, the company fully invested in One Ring's wireless capabilities and trusted managed services.

One Ring owns its own network, allowing complete service installation in days rather than months, making the firm the fastest-to-install provider among fixed wireless carriers in the industry. This capability allowed One Ring to complete its installation for Live Nation in just one week.

**"ANY TIME THERE IS AN EVENT, NO MATTER WHAT THE SCALE OR LOGISTICS, WE STILL CALL ONE RING TO THIS DAY. WHAT'S GREAT ABOUT THEM IS, THEY'RE DEFINITELY MORE OF A PARTNER THAN A VENDOR. I AM STILL WORKING WITH THE SAME PERSON I WORKED WITH WHEN WE BEGAN OVER SIX YEARS AGO AND IT'S COMFORTING TO KNOW THAT OUR NEEDS ARE NOT ONLY UNDERSTOOD BUT THAT WE'LL BE TAKEN CARE OF."**

DAVID HELBERG

After investing time in learning Live Nation's prerequisites, One Ring was able to custom create an infrastructure that would support the large-scale requirements. The carrier's dedicated and knowledgeable service team managed the groundwork maintenance and monitored the network throughout the festival, so that any issues that arose would be handled quickly and accordingly allowing Helberg and his team to focus their resources elsewhere.





# MUSIC MIDTOWN PIEDMONT PARK, ATLANTA

## A PARTNERSHIP FOR THE FUTURE

One Ring's private network and on-demand installation capabilities provide Live Nation the dependable solution it needs for any event, from intimate concerts to large-scale festivals. With an internal customer-focused organizational culture, One Ring provides the entertainment company with on-going support for new and re-occurring events, alike.

After success with the first-ever Music Midtown festival, the now annual event has consistently been powered by One Ring for the past three years. Today, as Music Midtown grows and the entertainment company looks to produce additional outdoor concerts in other states, Live Nation continues to depend on One Ring as a result of their personal support and cutting-edge service



"OUR RELATIONSHIP WITH ONE RING HAS BEEN AN INTERESTING EVOLUTION. WITH THEIR EXTREMELY KNOWLEDGEABLE TEAM, RELIABLE INTERNET CONNECTION AND VESTED INTEREST IN OUR GOALS, WE NO LONGER HAVE TO WORRY ABOUT POWERING CONNECTIVITY AT ANY OF OUR SHOWS."

DAVID HELBERG

GIVE US A CALL TODAY AT 1-855-ONE-RING OR EMAIL [SALES@ONERINGNETWORKS.COM](mailto:SALES@ONERINGNETWORKS.COM)

One Ring Networks is a preferred carrier that powers today's business connections in the Atlanta and Dallas-Fort Worth markets. With innovative managed services and quick installation, One Ring Networks provides small, mid-sized and enterprise organizations with a faster, more reliable Internet connection.

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