

World Cup 2014: Mobile data traffic exceeds 1 million connections

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Analysis data from the *Brazilian Telecommunications Union SindiTelebrasil* pointed out that the huge amount of mobile data has been made by over 61,000 fans, including email, image and multimedia messages. with an average size of 0.55 MB.

However, with a total of more than 500 GB of mobile data transmitted, it is not really a big figure compared to the recent prediction that mobile data traffic in the finals at the field. *Maracanã* in TP. *Rio de Janeiro* will also reach a record 12.6 TB.

Also according to SindiTelebrasil, the use of voice services has peaked between 13:00 and 15:00 (*local time*) before the opening match begins. During the match, there were almost all 3G connected devices running and only 26% of devices used 4G LTE connections.

It is known that only in-house coverage areas in the city. São Paulo has more than 337 antennas installed connected to fiber optic networks with a length of over 12 km. Meanwhile, also in the area outside the stadium, the host has also added 22 other mobile antennas to serve the increased demand in the World Cup days.

This is said to be one of the efforts in the project to serve the World Cup 2014 from local operators like *Claro*, *Oi*, *Nextel*, *Vivo* and *Tim* with an investment of up to 101.2 million USD.

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