



PRESS RELEASE

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Denver Broncos Score With Comcast Ethernet, Voice and Video Services to Improve the Fan Experience on Gamedays and Accelerate Football Operations

Upgrades support more Wi-Fi capacity, HD scoreboards, and 1,000 new HDTVs at Sports Authority Field at Mile High as well as a faster network connection to the team's headquarters

DENVER – August 8, 2013 – [Comcast Business](#) today announced an innovative collaboration with the Denver Broncos to help improve their fan gameday experience and organization productivity. The Broncos are using a comprehensive set of Comcast Business Ethernet, PRI trunks and HDTV services to improve the fan experience at Sports Authority Field at Mile High as well as the efficiency of the team's football and business operations, including coaching, scouting, sales and marketing.

Following their 2012 season, the Denver Broncos looked to make significant enhancements to their stadium and training facilities to provide a better gameday environment for fans and help improve the productivity of its operations. The foundation of these enhancements was an upgrade to the team's network infrastructure throughout the stadium and the private fiber connection between the stadium and the team's headquarters and training facility in Englewood, Colo. Working with Comcast Business, the team increased network bandwidth by two-and-a-half times with the ability to scale up to 10 Gbps in the future.

As one of the winningest franchises in professional football with a large and fervent fanbase that has sold out every home game for the past 43 seasons, the team is constantly looking to improve its facilities for fans and people who attend the hundreds of concerts, festivals, corporate outings and other events hosted at the stadium each year. The upgraded network capacity now supports up to 25,000 simultaneous Wi-Fi connections, more than ten times the previous limit. The team also added new high-definition scoreboards and more than 1,000 HDTVs throughout the stadium, including the party suites, club areas and newly renovated concourses, so that fans don't miss a play.

"The renovations and improvements our organization have made to the stadium and training facility this offseason ultimately allow us to offer an even more immersive experience for our fans by enabling us to provide better amenities and services across the board," said Russ Trainor, vice president of information technology for the Denver Broncos. "As we continue to compete with high-end HDTVs and home theater systems, the pressure will be on us to provide the best possible gameday experience for our fans at Sports Authority Field at Mile High. These upgrades and other initiatives, such as our popular Broncos mobile app, are just the beginning of how we intend to entertain, engage and interact with Broncos fans."

The Broncos now have a 100 Mbps Ethernet Dedicated Internet line for high-speed Internet access as well as a 100 Mbps Ethernet Private Line connecting the stadium to the team's headquarters and training facility. In addition to the improved fan experience, the network upgrade is helping the Broncos improve productivity by accelerating the transfer of game video and access to coaching applications in their offices. The increased bandwidth allowed the IT staff to move away from tape-based backup systems, allowing for simpler, more reliable disaster recovery methods.

The Broncos are also using Comcast Business TV services for the HDTVs throughout the stadium and Comcast Business PRI Trunks for voice services at both locations.

“From texting, posting to social media or checking their fantasy team, sports fans are doing much more than just watching the game when they attend any professional sporting event these days,” said Shawn Adamson, regional vice president for Comcast Business. “In fact, given the density of people and Internet-enabled mobile devices in a single location looking to get online, stadiums present unique networking challenges that our Ethernet services are solving for the Broncos and professional sports teams across the U.S.”

About the Denver Broncos

Denver Broncos football enters its 54th season in 2013 as the team seeks to return to the pinnacle of success it enjoyed with back-to-back Super Bowl wins in 1997 and '98. Playing for the 13th year at their glistening stadium, Sports Authority Field at Mile High, the Broncos will perform before sellout crowds for the 44th consecutive season, the first 31 of which came at Mile High Stadium. The team has sold out 333 consecutive regular-season games and 350 consecutive contests including playoff games. Broncos fans have watched their team amass one of the NFL's finest records since the club's first winning season in 1973, enduring just seven losing seasons—tied for the second-fewest in the NFL. This season also marks Pat Bowlen's 30th as Owner and Chief Executive Officer of the Broncos. During that time, Denver has enjoyed a virtually unmatched level of success in the context of the entire NFL and within the American Football Conference Western Division.

About Comcast Business

Comcast Business, a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a modern, advanced network that is backed by 24/7 technical support, Comcast delivers Business Internet, TV and Voice services for cost-effective, simplified communications management.

The Comcast Business Ethernet suite offers high-performance point-to-point and multi-point Ethernet services with the capacity to deliver cloud computing, software-as-a-service, business continuity/disaster recovery and other bandwidth-intensive applications. Comcast Ethernet services are significantly faster than standard T1 lines and other legacy technologies, providing scalable bandwidth from 1 Mbps up to 10 Gigabits-per-second (Gbps) in more than 20 major US markets.

For more information, call 866-429-3085 or visit <http://business.comcast.com/enterprise>.

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