

June 2026

# World Cup 2026 in the United States: What changes in the user digital experience from the city to the stadium



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The FIFA World Cup 2026™ will be more than a global football tournament. It will be a massive social, economic and digital event, bringing millions of fans, visitors and online audiences into a highly connected experience across North America. For host countries and cities, the tournament will create extraordinary visibility, tourism activity, mobility demand and pressure on public and private infrastructure.

In this context, connectivity becomes part of the event experience itself: fans will depend on mobile networks to access tickets, navigate cities, coordinate with others, share content, stream highlights and stay informed in real time.

The FIFA World Cup 2026™ will not be experienced as a national average.

It will be experienced in very specific places: airports, hotels, downtown areas, public transport corridors, fan zones and stadium surroundings.

In the United States, that means 11 host markets: Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York/New Jersey, Philadelphia, San Francisco Bay Area and Seattle. The United States is one of the three host countries of the tournament, together with Canada and Mexico, and New York New Jersey Stadium has been confirmed as the venue for the FIFA World Cup 2026™ final on Sunday, 19 July 2026.

But for fans, the question is not whether a city has good mobile networks on paper.

The real question is much more practical:

- Can they open their digital ticket at the gate?
- Can they find the right transport route after the final whistle?
- Can they upload a video from the stadium surroundings?
- Can social media load when thousands of fans are posting at the same time?
- Can highlights start quickly while people move across the city?

That is where Quality of Experience becomes the real measure of World Cup readiness.

This is not only a network story. It is a fan journey story.

In this article, MedUX looks at the U.S. World Cup 2026 mobile experience through two connected layers.

First, the host-city baseline across the 11 U.S. host markets.

Second, the stadium-area reality around their associated venue areas.

The goal is not to create a simplistic ranking. It is to understand how the fan experience may change when moving from the broader city environment to the specific venue areas where digital demand will concentrate.

This is a baseline analysis, not a live matchday stress test. The real test will come during arrival peaks, halftime, goals, final whistle and post-match mobility. But the baseline already reveals something important: in the U.S.,



strong 5G access is common, but the stadium-area experience is far from uniform.



## How to read this analysis

This analysis compares two complementary layers of mobile experience.

The first layer is the host-city baseline, which reflects the broader mobile experience across each U.S. host market. This view helps identify how each city performs in speed, responsiveness, 5G access and service-level indicators such as web browsing, social media loading and streaming start time.

The second layer is the stadium-area baseline, which focuses on the mobile experience around the venue areas where fan demand will concentrate. This is especially relevant because World Cup connectivity will not be experienced as an average. It will be experienced at gates, queues, transport nodes, fan zones, surrounding streets and post-match mobility corridors.

The operator-level view adds a third dimension. It helps explain which networks are driving speed, responsiveness, uplink performance or application loading in each host city.

This is a baseline analysis, not a live matchday stress test. The goal is to identify strengths, differences and watch areas before tournament demand peaks.



## Executive snapshot: what stands out in the U.S. dataset

The U.S. host-city and stadium-area baseline shows a strong but highly diverse connectivity picture.

Boston leads the city-level speed baseline, with average Download speed of around 243.6 Mbps, while Dallas shows the highest observed 5G active-connection share, at around 98.0%. Miami stands out in streaming start time and social media loading at city level, while Houston and Philadelphia show particularly strong DNS performance.

At stadium-area level, the story becomes even more nuanced. Levi's Stadium, Mercedes-Benz Stadium, NRG Stadium and MetLife Stadium show clear Download speed uplift versus their host-city baselines. SoFi Stadium is one of the clearest examples of why QoE cannot be reduced to Download speed: while Download speed is lower than Los Angeles city-level performance, the stadium area shows stronger Upload speed, latency, DNS and streaming start indicators.

The key message is simple: the U.S. World Cup connectivity baseline is strong, but not uniform. City-level averages, operator performance and stadium-area experience need to be read together to understand real fan experience readiness.

## Host-city baseline: eleven different digital profiles

At city level, the U.S. host cities show very different digital profiles. Boston stands out in speed, with the highest average Download speed among the U.S. host cities in this dataset, at around **243.6 Mbps**, and one of the strongest 5G speed baselines, with average 5G Download speed of around **283.8 Mbps**. Dallas shows the highest observed 5G active-connection share, at around **98.0%**, followed by Seattle and Houston, both above **95%**. Houston and Philadelphia record the lowest web DNS lookup times, at around **27.2 ms**, while Boston and Seattle show the lowest average general ping, at around **23.1 ms** and **23.7 ms**, respectively. Miami shows the shortest streaming start time, at around **1.70 seconds**, while Miami and New York record the shortest social media fully loaded times, at around **1.98 seconds** and **2.00 seconds**, respectively.

### Atlanta profile

Atlanta shows a balanced profile, with solid responsiveness and moderate speed compared with the leading U.S. host cities. It records average Download speed of around **179.3 Mbps** and average Upload speed of around **22.0 Mbps**. Its observed 5G active-connection share is around **87.3%**, with average 5G Download speed of around **206.3 Mbps** and average 5G Upload speed of around **27.8 Mbps**. Atlanta's strongest city-level signals are DNS and gaming responsiveness: web DNS lookup time is around **28.1 ms**, while



gaming-related ping is around **24.5 ms**. Average general ping is around **26.8 ms**, streaming start time is around **1.97 seconds**, and social media fully loaded time is around **2.20 seconds**.

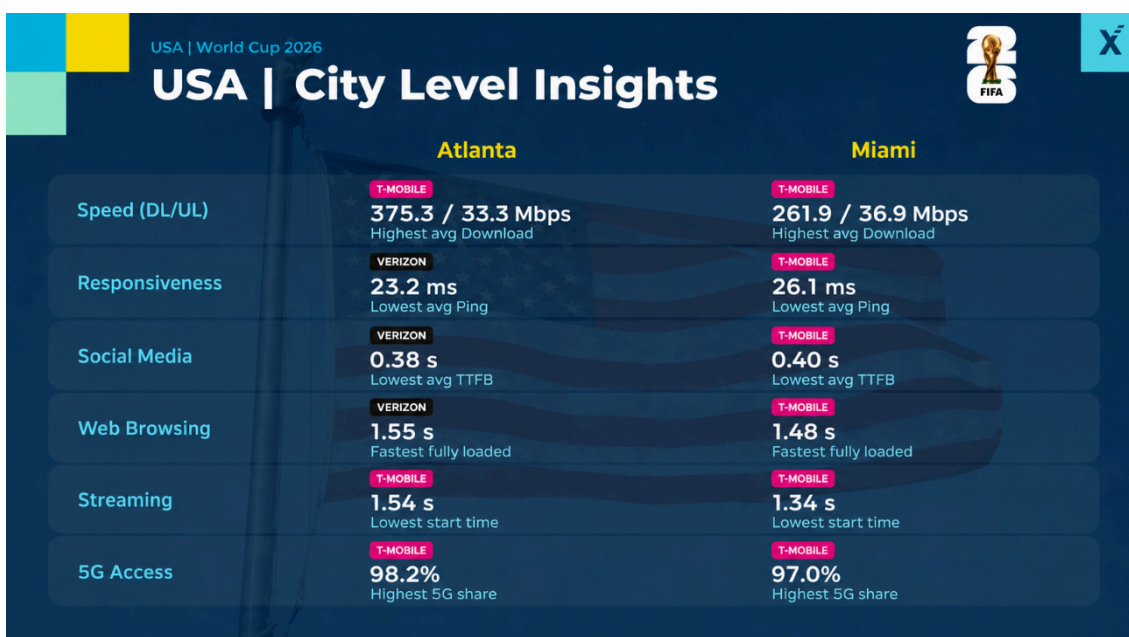
At operator level, Atlanta is mainly a T-Mobile speed story. T-Mobile records average Download speed of around **375.3 Mbps**, average Upload speed of around **33.3 Mbps**, average 5G Download speed of around **389.4 Mbps**, and average 5G Upload speed of around **35.0 Mbps**. T-Mobile also shows strong DNS performance, at around **25.8 ms**. Verizon stands out in responsiveness and social media loading, with the lowest general ping at around **23.2 ms**, the lowest gaming-related ping at around **20.2 ms**, and the shortest social media fully loaded time, at around **1.62 seconds**. AT&T shows a competitive DNS signal in one observed profile, at around **26.5 ms**, but its speed and streaming indicators are less favorable than the leading operator profiles.

## Miami profile

Miami shows the strongest streaming and social media loading baseline among the U.S. host cities. It records the shortest streaming start time, at around **1.70 seconds**, and the shortest social media fully loaded time, at around **1.98 seconds**. In speed, Miami records average Download speed of around **184.7 Mbps** and average Upload speed of around **27.8 Mbps**. Its observed 5G active-connection share is around **94.0%**, with average 5G Download speed of around **200.7 Mbps** and average 5G Upload speed of around **30.6 Mbps**. Miami's watch areas are DNS and latency: web DNS lookup time is around **38.1 ms**, average general ping around **28.9 ms**, and gaming-related ping around **28.4 ms**.

At operator level, T-Mobile leads the speed and streaming layer in Miami, with average Download speed of around **261.9 Mbps**, average Upload speed of around **36.9 Mbps**, average 5G Download speed of around **280.8 Mbps**, average 5G Upload speed of around **39.2 Mbps**, and the shortest streaming start time, at around **1.34 seconds**. Verizon stands out in social media loading and gaming responsiveness, with the shortest social media fully loaded time, at around **1.52 seconds**, and gaming-related ping of around **25.5 ms**. AT&T shows the strongest DNS signal in one observed profile, at around **23.4 ms**, but its Download, Upload and streaming indicators are less favorable than the leading operator profiles.





## Dallas profile

Dallas is the strongest 5G-access city in the U.S. dataset, with an observed 5G active-connection share of around **98.0%**. It also records solid speed, with average Download speed of around **209.4 Mbps** and average Upload speed of around **20.5 Mbps**. Its average 5G Download speed is around **222.9 Mbps**, with average 5G Upload speed of around **22.1 Mbps**. Dallas records web DNS lookup time of around **29.2 ms**, average general ping of around **25.4 ms**, and social media fully loaded time of around **2.08 seconds**. Its watch areas are gaming-related ping, at around **28.8 ms**, and streaming start time, at around **2.07 seconds**.

At operator level, Dallas shows a split between speed, latency and application loading. T-Mobile leads in speed, with average Download speed of around **281.0 Mbps** and average 5G Download speed of around **303.0 Mbps**. AT&T stands out in responsiveness, with web DNS lookup time as low as around **21.9 ms**, general ping around **18.9 ms**, and gaming-related ping around **18.3–19.3 ms** across its observed profiles. Verizon, meanwhile, leads application-loading signals, with the shortest streaming start time, at around **1.26 seconds**, and the shortest social media fully loaded time, at around **1.21 seconds**.

## Houston profile

Houston shows one of the strongest access profiles, with an observed 5G active-connection share of around **95.4%**. It also records one of the lowest web DNS lookup times among the U.S. host cities, at around **27.2 ms**. In speed, Houston records average Download speed of around **178.5 Mbps** and average Upload speed of around **21.0 Mbps**. Its average 5G Download speed is around **197.8 Mbps**, with average 5G Upload speed of around **23.3 Mbps**. Average general ping is around **26.2 ms**, gaming-related ping around **26.6**



**ms**, streaming start time around **2.01 seconds**, and social media fully loaded time around **2.24 seconds**.

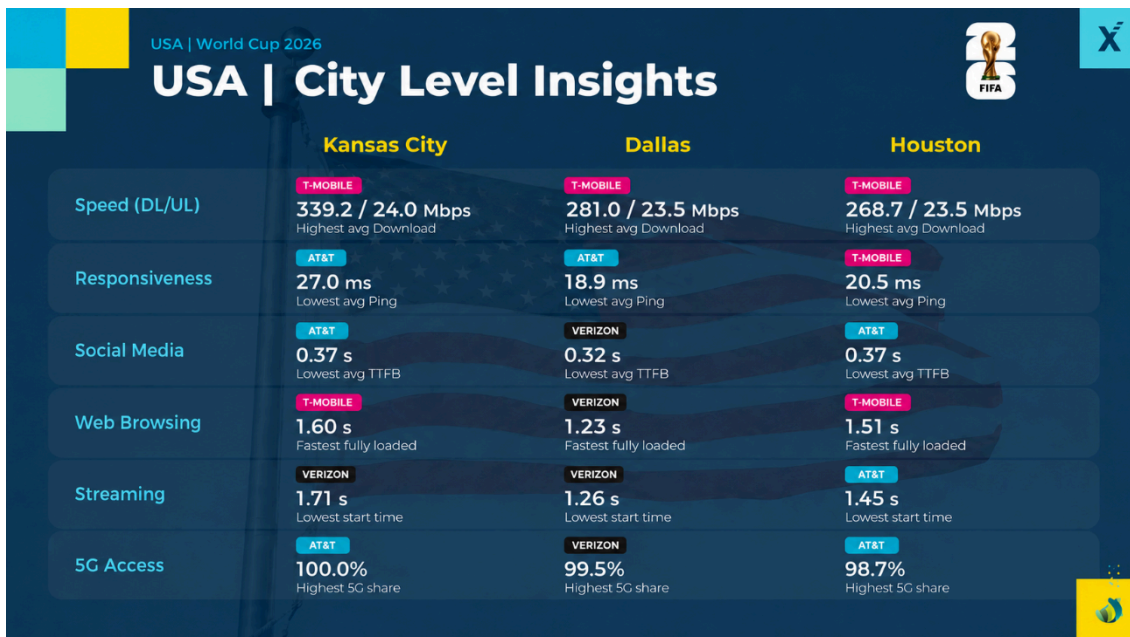
At operator level, T-Mobile shows the strongest overall technical profile in Houston. It leads in Download speed, at around **268.7 Mbps**, average 5G Download speed, at around **293.0 Mbps**, web DNS lookup time, at around **24.1 ms**, general ping, at around **20.5 ms**, and gaming-related ping, at around **19.9 ms**. AT&T shows the shortest streaming start time in one observed profile, at around **1.45 seconds**, and also records a competitive gaming-related ping of around **22.4 ms**. Verizon stands out more in social media loading, with the shortest social media fully loaded time, at around **1.82 seconds**, although its Download and 5G Download speed indicators are below the leading operator profile.

## Kansas City profile

Kansas City shows a clear speed-versus-responsiveness split. It records one of the strongest average Download speeds among the U.S. host cities, at around **233.3 Mbps**, and average 5G Download speed of around **264.4 Mbps**. Its observed 5G active-connection share is also high, at around **93.6%**. However, latency-sensitive indicators are less favorable than in other host cities. Kansas City records average general ping of around **30.7 ms** and gaming-related ping of around **37.2 ms**, the highest among the U.S. host cities in this dataset. Web DNS lookup time is strong, at around **27.7 ms**, but social media fully loaded time is around **2.38 seconds** and streaming start time around **2.18 seconds**.

At operator level, T-Mobile leads the speed layer, with average Download speed of around **339.2 Mbps** and average 5G Download speed of around **419.7 Mbps**. However, T-Mobile also shows higher latency-sensitive values, with gaming-related ping of around **44.3 ms** and general ping of around **29.5 ms**. Verizon shows a more balanced application profile, with average Download speed of around **234.1 Mbps**, average 5G Download speed of around **276.6 Mbps**, the shortest social media fully loaded time, at around **1.85 seconds**, and the shortest streaming start time, at around **1.71 seconds**. AT&T stands out in DNS lookup, with one observed profile at around **21.8 ms**, although its streaming and social media loading indicators are less favorable.





## Boston profile

Boston shows the strongest city-level speed baseline among the U.S. host cities in this dataset. It records average Download speed of around **243.6 Mbps** and average Upload speed of around **32.1 Mbps**. On 5G, Boston also performs strongly, with average 5G Download speed of around **283.8 Mbps** and average 5G Upload speed of around **35.5 Mbps**. Its observed 5G active-connection share is around **91.5%**. Boston also records one of the lowest general ping values, at around **23.1 ms**, while its gaming-related ping is around **27.3 ms**. Web DNS lookup time is around **34.6 ms**, social media fully loaded time is around **2.10 seconds**, and streaming start time is around **1.72 seconds**.

At operator level, Boston is mainly driven by T-Mobile in speed. T-Mobile records average Download speed of around **341.9 Mbps**, average Upload speed of around **39.0 Mbps**, average 5G Download speed of around **362.5 Mbps**, and average 5G Upload speed of around **41.7 Mbps**. T-Mobile also shows the lowest general ping, at around **18.9 ms**. Verizon stands out in application loading, with the shortest social media fully loaded time, at around **1.36 seconds**, and a strong web fully loaded time, at around **1.37 seconds**. AT&T shows strong DNS and streaming signals in its observed profiles, including web DNS lookup time as low as around **21.7 ms** and streaming start time around **1.00 seconds**, although its speed and social media loading indicators are more variable.

## New York profile

New York shows a balanced city-level profile, with solid speed, uplink and application loading. It records average Download speed of around **204.8 Mbps** and average Upload speed of around **32.2 Mbps**. On 5G, New York



reaches average 5G Download speed of around **235.2 Mbps** and average 5G Upload speed of around **35.8 Mbps**, one of the strongest 5G uplink results among the U.S. host cities. Its observed 5G active-connection share is around **88.7%**. New York also records web DNS lookup time of around **32.0 ms**, general ping of around **24.7 ms**, gaming-related ping of around **26.2 ms**, social media fully loaded time of around **2.00 seconds**, and streaming start time of around **1.92 seconds**.

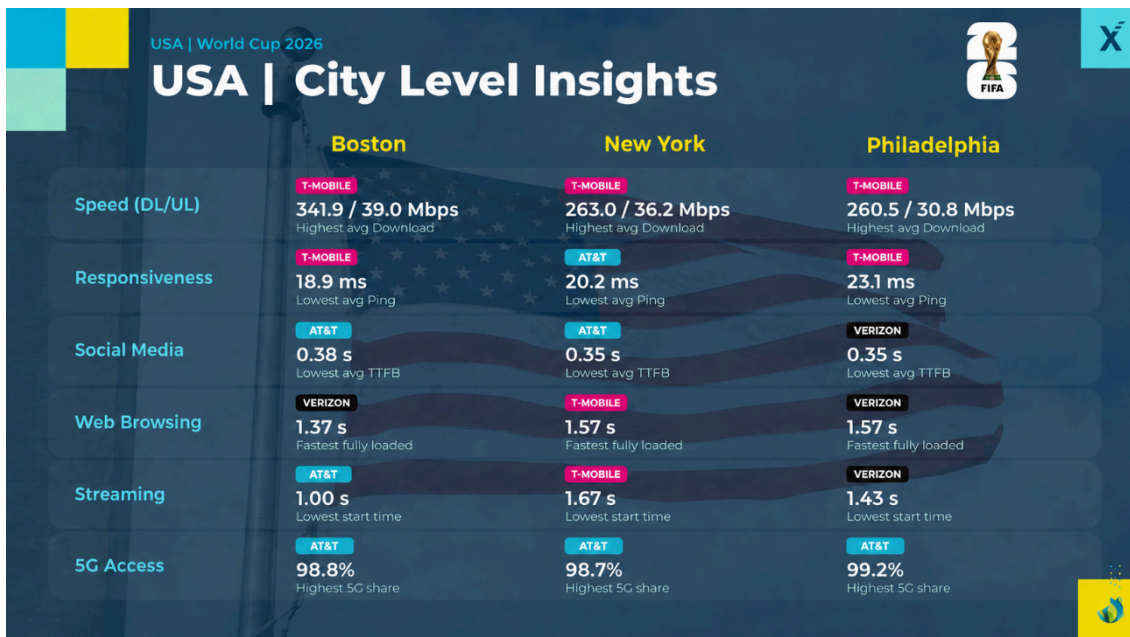
At operator level, T-Mobile drives New York's speed profile, with average Download speed of around **263.0 Mbps**, average Upload speed of around **36.2 Mbps**, average 5G Download speed of around **296.8 Mbps**, and average 5G Upload speed of around **39.6 Mbps**. T-Mobile also records the shortest social media fully loaded time among the main operator profiles, at around **1.78 seconds**. AT&T stands out in responsiveness, with web DNS lookup time as low as around **22.1 ms**, general ping around **20.2 ms** in one observed profile, and gaming-related ping around **22.3 ms** in another. Verizon performs strongly in uplink, with average Upload speed of around **36.5 Mbps** and average 5G Upload speed of around **39.4 Mbps**, although its Download and 5G Download speeds are below T-Mobile's.

## Philadelphia profile

Philadelphia shows a responsiveness-oriented profile, especially in web browsing and gaming. It records one of the lowest web DNS lookup times among the U.S. host cities, at around **27.2 ms**, and gaming-related ping of around **24.7 ms**. Average general ping is around **26.5 ms**. In speed, Philadelphia records average Download speed of around **165.2 Mbps** and average Upload speed of around **26.2 Mbps**. Its observed 5G active-connection share is around **88.5%**, with average 5G Download speed of around **223.1 Mbps** and average 5G Upload speed of around **29.1 Mbps**. Its watch areas are service loading: streaming start time is around **2.18 seconds**, and social media fully loaded time is around **2.30 seconds**.

At operator level, Philadelphia shows a clear split between speed and application experience. T-Mobile leads the speed layer, with average Download speed of around **260.5 Mbps**, average Upload speed of around **30.8 Mbps**, and average 5G Download speed of around **293.4 Mbps**. T-Mobile also performs strongly in latency-sensitive indicators, with gaming-related ping of around **21.8 ms** and general ping of around **23.1 ms**. Verizon stands out in service loading, with the shortest streaming start time at around **1.43 seconds** and the shortest social media fully loaded time at around **1.57 seconds**. AT&T shows a relevant DNS signal in one observed profile, at around **23.9 ms**, but its social media loading, streaming start and Upload speed indicators are less favorable than the leading operator profiles.





## Los Angeles profile

Los Angeles shows a strong speed-led profile with solid responsiveness. It records average Download speed of around **218.0 Mbps** and average Upload speed of around **27.3 Mbps**. On 5G, Los Angeles reaches average 5G Download speed of around **248.6 Mbps** and average 5G Upload speed of around **30.2 Mbps**. Its observed 5G active-connection share is around **89.6%**. Los Angeles also records the lowest gaming-related ping among the U.S. host cities in this dataset, at around **23.6 ms**. Average general ping is around **25.1 ms**, web DNS lookup time around **32.0 ms**, streaming start time around **1.98 seconds**, and social media fully loaded time around **2.10 seconds**.

At operator level, T-Mobile leads speed in Los Angeles, with average Download speed of around **334.4 Mbps**, average Upload speed of around **33.1 Mbps**, average 5G Download speed of around **367.9 Mbps**, and average 5G Upload speed of around **35.4 Mbps**. Verizon stands out in real-service loading and gaming responsiveness, with the lowest gaming-related ping at around **20.7 ms**, the shortest streaming start time at around **1.48 seconds**, and the shortest social media fully loaded time at around **1.60 seconds**. AT&T shows a stronger DNS and responsiveness profile, with web DNS lookup time as low as around **26.4 ms** and general ping around **21.5 ms** in one observed profile, although its speed indicators are below T-Mobile's.

## San Francisco profile

San Francisco shows the most challenging city-level profile among the U.S. host cities in this dataset. It records the lowest average Download speed, at around **133.2 Mbps**, and the lowest observed 5G active-connection share, at around **79.0%**. Its average 5G Download speed is around **186.5 Mbps**, while average Upload speed is around **22.5 Mbps** and average 5G Upload speed



around **28.4 Mbps**. Responsiveness also deserves attention: web DNS lookup time is around **38.3 ms**, average general ping around **30.6 ms**, and gaming-related ping around **34.7 ms**. Streaming start time is around **2.13 seconds**, while social media fully loaded time is around **2.25 seconds**.

At operator level, San Francisco shows a fragmented profile. T-Mobile leads 5G Download speed, at around **240.2 Mbps**, but its DNS and gaming latency indicators are less favorable. Verizon stands out in uplink and service loading, with average Upload speed of around **41.2 Mbps**, average 5G Upload speed of around **41.8 Mbps**, the shortest social media fully loaded time, at around **1.49 seconds**, and a short streaming start time, at around **1.48 seconds**. AT&T shows the strongest DNS and general responsiveness signals, with web DNS lookup time as low as around **20.8 ms** and general ping around **19.6–20.1 ms** across its observed profiles. AT&T also records the shortest streaming start time in one observed profile, at around **1.27 seconds**, although its social media loading and some gaming indicators are less favorable.

## Seattle profile

Seattle shows a strong 5G-led speed profile. It has one of the highest observed 5G active-connection shares among the U.S. host cities, at around **95.5%**, and records average 5G Download speed of around **275.6 Mbps**, one of the strongest city-level 5G speed results in the dataset. Its average Download speed is around **207.5 Mbps**, while average Upload speed is around **24.9 Mbps**. Seattle also shows solid responsiveness, with average general ping of around **23.7 ms**, gaming-related ping of around **27.0 ms**, and web DNS lookup time of around **31.8 ms**. Its social media fully loaded time is around **2.05 seconds**, while streaming start time is around **1.95 seconds**.

At operator level, Seattle shows a split between speed and responsiveness. T-Mobile leads the speed layer, with average Download speed of around **384.8 Mbps** and average 5G Download speed of around **408.4 Mbps**. Verizon stands out in responsiveness and uplink, with the lowest general ping at around **19.0 ms**, the lowest gaming-related ping at around **19.5 ms**, average Upload speed of around **37.1 Mbps**, and average 5G Upload speed of around **40.8 Mbps**. Verizon also records the shortest social media fully loaded time, at around **1.89 seconds**. AT&T shows some low-latency and DNS signals in the observed profiles, including web DNS lookup time as low as around **22.5 ms**, but its speed and streaming indicators are less favorable than the leading operator profiles.





The takeaway is simple: the U.S. World Cup connectivity story is not uniform. Each host city brings a different mix of speed, responsiveness, 5G access and service-level experience. Boston leads the city-level speed baseline, Dallas stands out in 5G access, Miami leads streaming and social media loading, and Houston and Philadelphia show strong DNS performance. At operator level, T-Mobile is the most visible speed driver across many cities, Verizon frequently stands out in application loading, uplink or latency-sensitive indicators, and AT&T shows several strong DNS and responsiveness signals. No single network dimension explains the full fan experience.

## From city baseline to stadium-area reality

City-level performance tells us how each host market behaves in broader urban conditions. But World Cup demand will concentrate around specific locations: stadium gates, surrounding streets, public transport access points, fan zones and post-match mobility corridors.

That is why the second layer of the analysis compares each host city with its stadium-area baseline. This comparison shows that venue-area performance can differ significantly from the broader city profile. In some cases, stadium areas outperform their cities in Download speed, Upload speed or latency. In others, strong 5G access does not automatically translate into stronger service-level experience.

For operators, cities and event stakeholders, this distinction matters. The fan experience will not be decided by city averages alone. It will be decided by whether each venue area can sustain reliable mobile experience when demand concentrates.



## Where stadium areas outperform their cities in Download speed

Several U.S. stadium areas show a clear Download speed uplift compared with their broader host-city baseline. This is one of the most relevant findings in the U.S. dataset because it shows that the fan experience around a venue can be materially different from the average city experience.

**Levi's Stadium** is the most striking case. Compared with the San Francisco city baseline, the stadium area records a much higher average Download speed: around **414 Mbps** versus **133 Mbps** at city level. This is especially relevant because Levi's Stadium also shows a much lower observed 5G active-connection share than San Francisco. In other words, a lower observed 5G share does not automatically translate into weaker user experience. Speed, latency and service-level indicators need to be read together.

**Mercedes-Benz Stadium** also shows a strong uplift versus Atlanta, with average Download speed increasing from around **179 Mbps** at city level to around **323 Mbps** around the stadium area. **NRG Stadium** follows a similar pattern versus Houston, increasing from around **179 Mbps** to around **313 Mbps**. **MetLife Stadium** also improves versus New York, with average Download speed moving from around **205 Mbps** to around **306 Mbps**.

These venue areas suggest that localized network conditions around stadium environments can significantly improve the fan experience profile compared with the broader city baseline. For operators and event stakeholders, this reinforces the need to analyze stadium areas separately, rather than assuming that city-level performance is enough to understand matchday readiness.



## U.S. STADIUM CONNECTIVITY ANALYSIS

World Cup 2026: Host-City vs Stadium-Area Mobile Experience (Mbps)

| #  | City          | City Avg | Transition (Gap) | Stadium Avg | Venue                   |
|----|---------------|----------|------------------|-------------|-------------------------|
| 1  | Seattle       | 219.5    | -35.6            | 183.9       | Lumen Field             |
| 2  | Boston        | 243.6    | -184.3           | 59.3        | Gillette Stadium        |
| 3  | Philadelphia  | 165.2    | -47.1            | 118.1       | Lincoln Financial Field |
| 4  | New York      | 204.8    | +100.8           | 305.6       | MetLife Stadium         |
| 5  | Atlanta       | 179.3    | +143.2           | 322.5       | Mercedes-Benz Stadium   |
| 6  | Houston       | 178.5    | +134.2           | 312.7       | NRG Stadium             |
| 7  | Kansas City   | 233.3    | +3.7             | 237.0       | GEHA Field              |
| 8  | Los Angeles   | 218.0    | -96.3            | 121.7       | SoFi Stadium            |
| 9  | Dallas        | 209.4    | +20.2            | 229.6       | AT&T Stadium            |
| 10 | Miami         | 184.7    | -19.7            | 165.0       | Hard Rock Stadium       |
| 11 | San Francisco | 133.2    | +281.2           | 414.4       | Levi's Stadium          |

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## Where Upload speed changes the fan story

The modern fan does not only consume the World Cup. The fan uploads it.

Videos, photos, stories, voice notes, live reactions and short-form content will make Upload speed one of the most important hidden KPIs of the tournament. During goals, arrivals, fan marches, halftime reactions and post-match celebrations, the network will not only be asked to deliver content to users. It will also need to carry a massive amount of user-generated content from fans to social platforms, messaging apps and cloud services.

Several U.S. stadium areas show stronger Upload speed than their host-city baseline. **Mercedes-Benz Stadium** increases from around **22 Mbps** in Atlanta to around **36 Mbps** around the stadium area. **Lincoln Financial Field** increases from around **26 Mbps** in Philadelphia to around **39 Mbps**. **SoFi Stadium** increases from around **27 Mbps** in Los Angeles to around **40 Mbps**. **GEHA Field at Arrowhead Stadium** increases from around **22 Mbps** in Kansas City to around **31 Mbps**. **Levi's Stadium** increases from around **23 Mbps** in San Francisco to around **31 Mbps**.

These uplifts are particularly relevant because Upload speed is one of the easiest indicators for fans to feel when it fails. Videos take longer to post, media messages are delayed, cloud backups stall and real-time sharing feels less immediate.

However, not every stadium area shows an uplift. **Lumen Field** and **Gillette Stadium** show lower Upload speed than their city baselines, while **Hard Rock Stadium** is also below Miami's city-level Upload speed. For matchday planning, this makes uplink performance a key watch area, especially in dense fan environments where social sharing will be part of the live event experience.



## U.S. STADIUM CONNECTIVITY ANALYSIS

World Cup 2026: Host-City vs Stadium-Area Mobile Experience Upload Speed (Mbps)

| City             | City UL Avg | Transition (Gap) | Stadium UL Avg | Stadium area            |
|------------------|-------------|------------------|----------------|-------------------------|
| 1 Seattle        | 24.9        | -6.0             | 18.9           | Lumen Field             |
| 2 Boston         | 28.1        | -8.9             | 19.2           | Gillette Stadium        |
| 3 Philadelphia   | 26.2        | +13.1            | 39.3           | Lincoln Financial Field |
| 4 New York       | 32.2        | +4.4             | 36.6           | MetLife Stadium         |
| 5 Atlanta        | 22.0        | +13.9            | 35.9           | Mercedes-Benz Stadium   |
| 6 Houston        | 21.0        | +2.2             | 23.2           | NRG Stadium             |
| 7 Kansas City    | 21.5        | +9.4             | 30.9           | GEHA Field              |
| 8 Los Angeles    | 27.3        | +12.5            | 39.8           | SoFi Stadium            |
| 9 Dallas         | 21.5        | +4.7             | 26.2           | AT&T Stadium            |
| 10 Miami         | 27.8        | -4.4             | 23.4           | Hard Rock Stadium       |
| 11 San Francisco | 22.5        | +8.7             | 31.2           | Levi's Stadium          |



## High 5G access does not always guarantee stronger speed

The U.S. dataset challenges one of the simplest assumptions in telecom marketing: more observed 5G access does not always mean a stronger end-user experience.

Gillette Stadium is a clear example. The stadium area shows a very high observed 5G active-connection share — effectively 100% in the stadium-area baseline — but its Download speed is much lower than Boston's city baseline. Average Download speed moves from around 244 Mbps in Boston to around 59 Mbps around Gillette Stadium. Average 5G Download speed also drops, from around 284 Mbps to around 68 Mbps.

At the same time, Gillette Stadium improves in some service-level indicators, such as web, social media and streaming start time. This makes it a mixed profile: very strong 5G access, but speed should be monitored carefully.

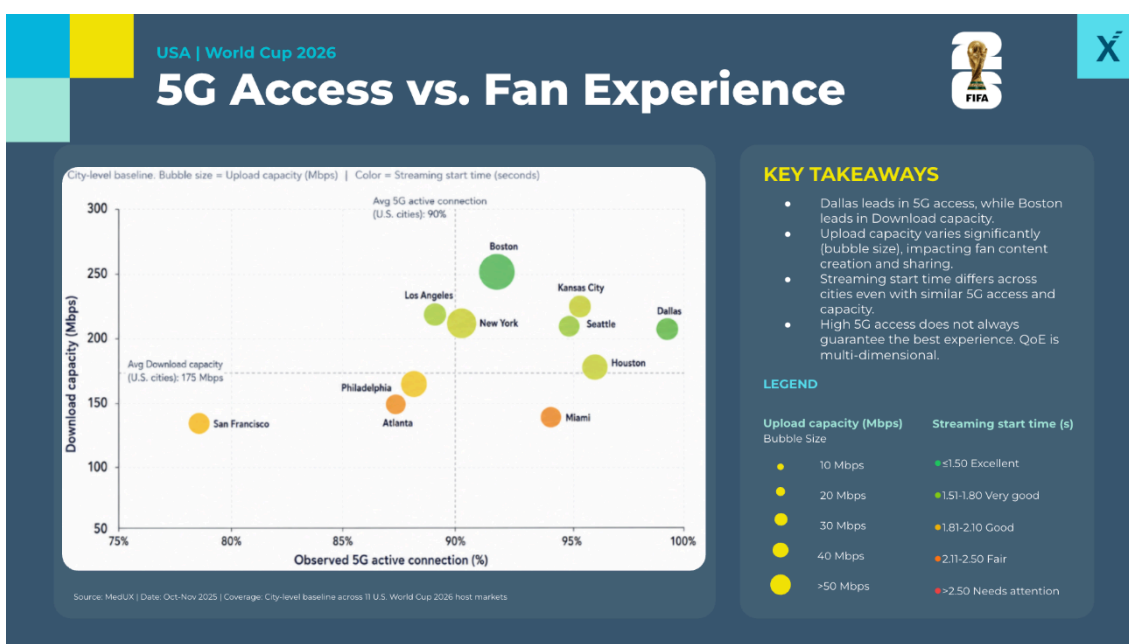
Lumen Field shows another mixed profile. It has a very high observed 5G active-connection share, around 99.7%, but both Download speed and Upload speed are lower than Seattle's city baseline. Streaming start time also increases from around 1.95 seconds in Seattle to around 2.73 seconds around Lumen Field.

NRG Stadium shows strong 5G access and a clear Download speed uplift versus Houston, but its video bitrate condition is less favorable than some other venue areas.

The lesson is important: 5G access is a foundation, not a guarantee of end-to-end fan experience. For World Cup readiness, the key question is not only whether users are connected to 5G, but whether that connection



translates into faster browsing, better upload, lower latency, stronger streaming and consistent application performance.



## Stadium-area profiles: eleven venue realities

### Mercedes-Benz Stadium: speed uplift with a streaming watch area

Mercedes-Benz Stadium shows one of the strongest stadium-area speed uplifts in the U.S. dataset. Compared with Atlanta's city baseline, average Download speed increases from around **179 Mbps** to around **322 Mbps**, while Upload speed rises from around **22 Mbps** to around **36 Mbps**. The 5G layer also improves strongly: observed 5G active-connection share reaches around **98.7%**, compared with **87.3%** at city level, and average 5G Download speed increases from around **206 Mbps** to around **372 Mbps**.

The stadium area also improves in several responsiveness and service indicators. Gaming-related ping is lower than Atlanta's city baseline, at around **19.6 ms**, and web DNS lookup improves to around **20.3 ms**. Social media fully loaded time also improves slightly, from around **2.20 seconds** at city level to around **2.00 seconds** around the venue. The main watch area is streaming start time, which increases to around **2.56 seconds**, above Atlanta's city baseline. For matchday planning, Mercedes-Benz Stadium looks strong in speed, uplink, 5G access and responsiveness, but video start should be monitored closely under peak demand.



## Gillette Stadium: full 5G access, but speed remains the key watch area

Gillette Stadium shows one of the clearest examples of why 5G access alone does not explain the full fan experience. The stadium-area baseline records an observed 5G active-connection share of **100%**, compared with around **91.5%** in Boston. However, average Download speed falls sharply versus the city baseline, from around **244 Mbps** in Boston to around **59 Mbps** around Gillette Stadium. Average 5G Download speed also drops, from around **284 Mbps** to around **68 Mbps**.

At the same time, Gillette Stadium performs better than Boston in some application-level indicators. Web DNS lookup improves to around **22.3 ms**, web fully loaded time is around **1.25 seconds**, social media fully loaded time improves to around **1.80 seconds**, and streaming start time falls to around **1.57 seconds**. This creates a mixed profile: the access layer is very strong, and several service-loading indicators are favorable, but Download speed is the main watch area. For a stadium environment, that means the network may feel responsive in some apps, while heavier download use cases could be more exposed during peak traffic.

## AT&T Stadium: strong access and service start, with gaming and social loading watch areas

AT&T Stadium shows a solid stadium-area profile compared with Dallas. Observed 5G active-connection share remains very high, at around **97.4%**, close to Dallas's city-level **98.0%**. Average Download speed improves from around **209 Mbps** at city level to around **230 Mbps** around the stadium, while Upload speed also improves, from around **21 Mbps** to around **25 Mbps**. Average 5G Download speed is around **228 Mbps**, and average 5G Upload speed is around **28 Mbps**.

The stadium area also improves in general responsiveness and web resolution. General ping falls from around **25.4 ms** in Dallas to around **20.5 ms**, while web DNS lookup improves from around **29.2 ms** to around **24.6 ms**. Streaming start time is also stronger, at around **1.66 seconds** versus **2.07 seconds** at city level. The watch areas are gaming-related ping, which rises to around **34.3 ms**, and social media fully loaded time, around **2.55 seconds**, above the Dallas baseline. AT&T Stadium therefore looks strong in access, speed, general latency and streaming start, but gaming responsiveness and social loading should be monitored during matchday peaks.

## NRG Stadium: major Download uplift, but application indicators need attention

NRG Stadium shows a very strong Download speed uplift versus Houston. Average Download speed increases from around **179 Mbps** at city level to around **313 Mbps** around the stadium area. Average 5G Download speed



also rises sharply, from around **198 Mbps** to around **330 Mbps**. The observed 5G active-connection share is very high, at around **99.4%**, compared with Houston's already strong **95.4%** baseline.

The picture is more mixed at service level. Streaming start time improves from around **2.01 seconds** in Houston to around **1.69 seconds** around NRG Stadium, which is positive for video start. However, web DNS lookup is higher around the venue, at around **33.4 ms**, and social media fully loaded time increases to around **2.48 seconds**. Gaming-related ping also rises to around **32.1 ms**. For NRG Stadium, the core strength is clear: strong 5G access and a major Download speed uplift. The watch areas are web resolution, gaming responsiveness and social media loading.

## GEHA Field at Arrowhead Stadium: stronger service experience, but general latency is the watch area

GEHA Field at Arrowhead Stadium shows one of the most interesting service-level improvements versus Kansas City. Average Download speed is broadly similar to the city baseline, at around **237 Mbps**, but Upload speed improves significantly, from around **22 Mbps** to around **31 Mbps**. Average 5G Download speed also increases from around **264 Mbps** to around **293 Mbps**, and average 5G Upload speed rises from around **24 Mbps** to around **34 Mbps**.

The stadium area also improves in several fan-facing indicators. Web DNS lookup improves to around **23.6 ms**, social media fully loaded time improves from around **2.38 seconds** to around **1.92 seconds**, and streaming start time improves strongly, from around **2.18 seconds** to around **1.41 seconds**. Gaming-related ping also improves compared with Kansas City, at around **33.7 ms** versus **37.2 ms**. The main watch area is general ping, which rises to around **42.7 ms**. GEHA Field therefore looks stronger than the city in video start, uplink and app loading, but general latency should be tracked closely under event load.

## SoFi Stadium: lower Download speed, stronger fan-facing indicators

SoFi Stadium remains one of the strongest examples of why QoE cannot be reduced to Download speed. Compared with Los Angeles, average Download speed is lower around the stadium area, at around **122 Mbps** versus **218 Mbps** at city level. Average 5G Download speed also falls, from around **249 Mbps** to around **130 Mbps**. If the analysis stopped there, SoFi Stadium would look weaker than its host city.

But several fan-facing indicators improve clearly. Upload speed increases from around **27 Mbps** to around **40 Mbps**, and average 5G Upload speed rises to around **44 Mbps**. Observed 5G active-connection share is also higher, at around **95.9%**, compared with **89.6%** in Los Angeles. General ping improves to around **20.1 ms**, gaming-related ping improves to around **19.6 ms**, web DNS lookup drops sharply to around **9.5 ms**, and streaming start



time improves from around **1.98 seconds** to around **1.42 seconds**. The watch area is social media fully loaded time, around **2.40 seconds**, but overall SoFi Stadium shows a strong fan-facing QoE profile driven by upload, latency, browsing and video start.

## Hard Rock Stadium: better DNS and latency, but speed and social loading are watch areas

Hard Rock Stadium shows a more cautious profile compared with Miami. Average Download speed is lower around the stadium area, at around **165 Mbps** versus **185 Mbps** at city level, and Upload speed also falls from around **28 Mbps** to around **23 Mbps**. The 5G layer is also lower than the Miami baseline: observed 5G active-connection share is around **85.2%**, compared with **94.0%** at city level, while average 5G Download speed is around **174 Mbps**, below Miami's **201 Mbps**.

However, the stadium area improves in some responsiveness indicators. Web DNS lookup improves from around **38.1 ms** to around **31.8 ms**, and general ping improves from around **28.9 ms** to around **25.8 ms**. Gaming-related ping remains broadly similar, at around **28.5 ms**. The main watch areas are Upload speed, 5G access, streaming start time and social media loading: streaming start time increases slightly to around **1.78 seconds**, and social media fully loaded time rises to around **2.37 seconds**. Hard Rock Stadium therefore looks responsive in DNS and latency, but speed, uplink and social loading should be monitored carefully.

## MetLife Stadium: strong speed profile for the final venue area

MetLife Stadium shows a strong stadium-area baseline compared with New York, which matters because New York New Jersey Stadium will host the FIFA World Cup 2026™ final. Average Download speed increases from around **205 Mbps** in New York to around **306 Mbps** around MetLife Stadium, while Upload speed improves from around **32 Mbps** to around **37 Mbps**. Average 5G Download speed also rises from around **235 Mbps** to around **336 Mbps**, and average 5G Upload speed increases to around **41 Mbps**.

The service-level profile is also positive. Web DNS lookup improves from around **32.0 ms** to around **23.7 ms**, social media fully loaded time improves from around **2.00 seconds** to around **1.91 seconds**, and streaming start time improves from around **1.92 seconds** to around **1.66 seconds**. Gaming-related ping is also slightly better, at around **25.8 ms**. General ping is broadly similar, around **25.2 ms**. For a final venue, this is an encouraging baseline: MetLife Stadium shows stronger speed, stronger uplink, better DNS and faster streaming start than the broader New York city profile. The question will be whether that baseline holds under final-level demand.

## Lincoln Financial Field: upload-led profile with stronger app loading



Lincoln Financial Field shows a clear upload-led profile compared with Philadelphia. Average Download speed is lower around the stadium area, at around **118 Mbps** versus **165 Mbps** at city level, and average 5G Download speed also falls from around **223 Mbps** to around **181 Mbps**. However, Upload speed improves strongly, from around **26 Mbps** to around **39 Mbps**, while average 5G Upload speed rises from around **29 Mbps** to around **48 Mbps**.

Several service-level indicators also improve. Web DNS lookup improves slightly, from around **27.2 ms** to around **25.1 ms**, general ping improves from around **26.5 ms** to around **23.7 ms**, social media fully loaded time improves from around **2.30 seconds** to around **2.03 seconds**, and streaming start time improves from around **2.18 seconds** to around **2.05 seconds**. Gaming-related ping is broadly similar, at around **25.2 ms**. Lincoln Financial Field is therefore not a Download-speed uplift story; it is an uplink and service-experience story, which is especially relevant for fan-generated content and real-time sharing.

## Levi's Stadium: lower 5G share, much stronger speed

Levi's Stadium tells one of the most important stories in the U.S. dataset. Compared with San Francisco, the observed 5G active-connection share falls sharply, from around **79.0%** at city level to around **43.3%** around the stadium area. On access technology alone, that could look like a weaker stadium profile.

But the speed and responsiveness indicators tell the opposite story. Average Download speed increases from around **133 Mbps** in San Francisco to around **414 Mbps** around Levi's Stadium. Average 5G Download speed rises from around **186 Mbps** to around **561 Mbps**. Upload speed improves from around **22 Mbps** to around **31 Mbps**, and average 5G Upload speed increases from around **28 Mbps** to around **43 Mbps**. General ping improves from around **30.6 ms** to around **21.4 ms**, web DNS lookup improves from around **38.3 ms** to around **20.4 ms**, and social media fully loaded time improves to around **2.03 seconds**. Levi's Stadium is therefore the clearest reminder that a lower observed 5G share can coexist with much stronger speed and responsiveness. The fan experience depends on the full QoE profile, not on access mix alone.

## Lumen Field: excellent access and DNS, but video start and uplink need attention

Lumen Field shows very strong access and web-resolution indicators. Observed 5G active-connection share reaches around **99.7%**, above Seattle's already strong **95.5%** baseline. Web DNS lookup is also extremely strong, improving from around **31.8 ms** in Seattle to around **15.0 ms** around the stadium area. General ping improves to around **20.3 ms**, and gaming-related ping also improves slightly, to around **25.7 ms**.

The watch areas are speed, uplink and video start. Average Download speed falls from around **207 Mbps** in Seattle to around **172 Mbps** around Lumen



Field, while Upload speed falls from around **25 Mbps** to around **19 Mbps**. Average 5G Download speed also falls from around **276 Mbps** to around **181 Mbps**. Streaming start time increases notably, from around **1.95 seconds** to around **2.73 seconds**. Lumen Field therefore looks strong from an access, DNS and latency perspective, but upload-driven sharing and video start are the main matchday watch areas.

## Comparing U.S. stadium areas: different readiness profiles

Looking across the U.S. stadium areas, the story is not about naming one “best” venue. It is about identifying different readiness profiles.

From an access-technology perspective, Gillette Stadium, Lumen Field, NRG Stadium, Mercedes-Benz Stadium, AT&T Stadium and SoFi Stadium show very high observed 5G active-connection shares. These venues appear strong in terms of 5G access, although service-level indicators still vary.

From a Download speed perspective, Levi’s Stadium, Mercedes-Benz Stadium, NRG Stadium and MetLife Stadium show clear improvements compared with their host-city baselines. These venues demonstrate that localized stadium-area performance can be significantly stronger than the broader city average.

From an Upload speed perspective, SoFi Stadium, Lincoln Financial Field, Mercedes-Benz Stadium, GEHA Field at Arrowhead Stadium and Levi’s Stadium show meaningful uplifts versus their city baselines. This is especially relevant for fan-generated content, social media posting and real-time sharing.

From a responsiveness perspective, SoFi Stadium, AT&T Stadium, Lumen Field, Levi’s Stadium and Lincoln Financial Field show strong latency profiles around the venue area.

From a video experience perspective, SoFi Stadium, GEHA Field, AT&T Stadium and MetLife Stadium show favorable streaming start time around the stadium area. Lumen Field, by contrast, is a watch area for video start despite its very strong observed 5G access.

The mixed profiles are just as important. Gillette Stadium shows very strong 5G access but lower speed than Boston. Lumen Field shows very strong 5G access but weaker video start and lower Upload speed than Seattle. Levi’s Stadium shows much lower observed 5G share than San Francisco but much stronger speed and latency.

This is the key message for U.S. World Cup readiness: the stadium-area experience is multidimensional. Strong access is important, but the fan experience depends on the combined behavior of speed, uplink, latency, browsing, social media loading and streaming performance.



| USA   World Cup 2026                          |                   | USA   Stadium Area Insights      |                                |                                     |                              |                            | FIFA | X |
|-----------------------------------------------|-------------------|----------------------------------|--------------------------------|-------------------------------------|------------------------------|----------------------------|------|---|
| Stadium area                                  | 5G access vs city | Download capacity uplift vs city | Upload capacity uplift vs city | Responsiveness (ping & web) vs city | Streaming start time vs city | Watch / high bitrate areas |      |   |
| Mercedes-Benz Stadium (Atlanta)               | Stronger ↑        | Stronger ↑                       | Stronger ↑                     | Stronger ↑                          | Stable —                     | Stronger ↑                 |      |   |
| Gillette Stadium (Boston)                     | Stronger ↑        | Weaker ↓                         | Weaker ↓                       | Stable —                            | Stronger ↑                   | Stable —                   |      |   |
| AT&T Stadium (Dallas)                         | Stable —          | Stronger ↑                       | Stable —                       | Stronger ↑                          | Stronger ↑                   | Stable —                   |      |   |
| NRG Stadium (Houston)                         | Stronger ↑        | Stronger ↑                       | Stable —                       | Stable —                            | Stronger ↑                   | Weaker ↓                   |      |   |
| GEHA Field at Arrowhead Stadium (Kansas City) | Stable —          | Stable —                         | Stronger ↑                     | Weaker ↓                            | Stronger ↑                   | Stable —                   |      |   |
| SoFi Stadium (Los Angeles)                    | Stronger ↑        | Weaker ↓                         | Stronger ↑                     | Stronger ↑                          | Stronger ↑                   | Stronger ↑                 |      |   |
| Hard Rock Stadium (Miami)                     | Stable —          | Stable —                         | Weaker ↓                       | Stronger ↑                          | Stronger ↑                   | Stable —                   |      |   |
| MetLife Stadium (New York/NJ)                 | Stronger ↑        | Stronger ↑                       | Stronger ↑                     | Stronger ↑                          | Stronger ↑                   | Stable —                   |      |   |
| Lincoln Financial Field (Philadelphia)        | Stable —          | Weaker ↓                         | Stronger ↑                     | Stronger ↑                          | Stable —                     | Stronger ↑                 |      |   |
| Levi's Stadium (San Francisco)                | Weaker ↓          | Stronger ↑                       | Stronger ↑                     | Stronger ↑                          | Stronger ↑                   | Stable —                   |      |   |
| Lumen Field (Seattle)                         | Stronger ↑        | Weaker ↓                         | Weaker ↓                       | Stable —                            | Weaker ↓                     | Weaker ↓                   |      |   |

● Stronger signal Better than city baseline  
 ● Stable Similar to city baseline  
 ● Weaker Below city baseline  
 ↑ Better  
 ↓ Worse  
 — Similar

## Key takeaways for operators, cities and event stakeholders

The U.S. World Cup 2026 stadium connectivity story is strong, but not uniform. It is not only about whether 5G is present. It is about whether the full digital fan journey can remain reliable when demand concentrates.

Five insights stand out.

### 1. The U.S. starts from a 5G-first baseline.

Most U.S. host cities and stadium areas show high observed 5G active-connection shares. This is a strong foundation, but it should not be confused with guaranteed end-to-end experience.

### 2. Stadium areas can significantly outperform their cities in speed.

Levi's Stadium, Mercedes-Benz Stadium, NRG Stadium and MetLife Stadium show clear Download speed uplift versus their host-city baselines.

### 3. Upload speed is one of the most important fan-experience KPIs.

SoFi Stadium, Lincoln Financial Field, Mercedes-Benz Stadium, GEHA Field and Levi's Stadium show meaningful Upload speed uplift. This is highly relevant because fans will generate and share massive amounts of content.

### 4. 5G access and QoE do not always move together.

Gillette Stadium shows extremely high 5G access but lower speed than Boston. Levi's Stadium shows lower 5G share than San Francisco but much stronger speed and latency. This reinforces the need to measure service-level QoE.

### 5. The final venue area shows a strong baseline, but the pressure will be exceptional.



MetLife Stadium shows stronger speed and streaming start indicators than New York's city baseline, but the FIFA World Cup final will concentrate extraordinary demand around the venue area.

## What should be monitored during the tournament?

This analysis provides a baseline, but the real test will happen during matchday peaks: before kick-off, when fans arrive and open digital tickets; during queues and access control; at halftime; after goals and key moments; immediately after the final whistle; and across post-match transport corridors, fan zones and nearby entertainment districts.

For the U.S., the priority should be to monitor the full matchday experience around each venue, focusing on the indicators that most directly affect the fan journey: observed 4G/5G active-connection mix, Download and Upload speed, 5G speed, latency and jitter, social media loading, streaming start time, bitrate condition, web browsing and DNS lookup.

The baseline already shows why this granular view matters. Some venues outperform their host cities in Download speed, others stand out in Upload speed, latency or streaming start, and some show very high 5G access but specific service-level watch areas. **MetLife Stadium** shows a strong baseline for the final venue area, but final-level demand will require close monitoring. **Gillette Stadium**, **Lumen Field**, **SoFi Stadium** and **Levi's Stadium** are especially useful examples of why stadium-area QoE cannot be inferred from 5G access or city averages alone.

The lesson is simple: city averages are useful, but the fan experience will be decided closer to the venue. The real question is not whether U.S. networks look strong on paper, but whether each host city and stadium area can deliver a consistent digital experience when the world arrives.

## About MedUX

MedUX is a global leader in Quality of Experience testing and monitoring, helping telecom operators, regulators, governments and digital enterprises understand how users actually experience fixed, mobile and Wi-Fi networks.

Through a multi-platform measurement ecosystem — including mobile and fixed probes, apps, SDKs, crowdsourcing and advanced analytics — MedUX provides end-to-end visibility into network and service performance, supporting benchmarking, optimization, regulatory compliance and customer experience improvement across markets worldwide.

