

# Planning Seamless Connectivity During Roaming Traffic Surges: Paris Olympics Success Story

When the world turned its attention to the Paris 2024 Summer Olympics, the demand for flawless mobile connectivity surged. With millions of visitors and athletes relying on stable, high-speed connections, mobile network operators (MNOs) faced the daunting challenge of managing unprecedented levels of roaming traffic.

## A Roaming Surge Like Never Before

Over 15 million visitors descended on Paris, creating traffic spikes well beyond typical volumes. Roaming traffic from regions with intense interest in the Games—including the U.S., UK, Canada, Japan, and Spain—skyrocketed, pushing networks to their limits. The stakes were high: network congestion, dropped connections, and data delays would disrupt experiences for millions.

## The Challenge: Managing an Olympic Surge

Having anticipated a significant rise in mobile traffic and roaming usage, iBASIS had already laid the groundwork, collaborating closely with French MNOs to ensure that visitors could stay connected, share their stories, and stream events without disruption. Informed by its work on major global events such as the FIFA World Cup and UEFA EURO 2024, iBASIS anticipated a 50-60% increase in data usage due to fans streaming competitions, posting real-time updates on social media, and staying connected with loved ones.

This increase in demand placed immense pressure on network infrastructure, but iBASIS had a plan in place. Here's how iBASIS delivered a world-class solution during the Paris 2024 Olympics, highlighting the company's exceptional ability to manage large-scale, high-traffic events.

## The Solution: Elevated Network Performance

### Infrastructure & Capacity Upgrades

To meet the expected surge in traffic, iBASIS worked tirelessly to upgrade network capacity. Through significant infrastructure investments, iBASIS enhanced its network to handle the 100% growth in roaming traffic, upgrading all major peering interconnections to 100G. This ensured that MNOs in France could maintain flawless network performance even during the peak days of the Olympics.

By doubling capacity and improving peering interconnections across Europe, iBASIS was able to avoid bottlenecks, guaranteeing smooth data flow between MNOs and ensuring uninterrupted 4G/5G roaming services. As millions of visitors posted photos, streamed events, and stayed connected, the iBASIS infrastructure delivered flawlessly, meeting all demands.

## Advanced Real-Time Analytics

A critical component of iBASIS's success was the use of its real-time analytics tools, which monitored network traffic 24/7. These tools produced real-time data on network usage, traffic spikes, and potential problem areas, allowing them to address issues before they could impact user experience.

iBASIS was able to keep a close watch on all network protocols and traffic entering their systems, providing advanced warnings on potential congestion and allowing the team to make real-time adjustments. This proactive approach kept the network running smoothly throughout the event.

## Dedicated Event Support with 24/7 Special NOC Desk

Throughout the Olympics, iBASIS provided around-the-clock support with its dedicated Network Operations Center (NOC) team. This specialized team not only monitored the network's performance but also delivered real-time reports every four hours, giving French MNOs insights into both in-roaming and out-roaming data traffic.

This constant reporting allowed MNOs to make timely adjustments and ensure top-quality connectivity for all users. The NOC team's real-time interventions ensured that the MNOs could maintain peak performance, delivering superior connectivity even during the event's busiest moments.

## The Result: A Roaming Success at Olympic Scale

iBASIS's meticulous planning, cutting-edge monitoring systems, and responsive real-time support ensured that the Paris 2024 Olympics were a resounding success, not only for the athletes but also for mobile connectivity. Millions of visitors benefited from uninterrupted 5G services throughout the event, demonstrating iBASIS's steadfast dedication to assisting French mobile network operators in delivering exceptional connectivity.

Data traffic surged, with French mobile network operators (MNOs) experiencing up to a 159% increase due to streaming peak and widely watched competitions. Despite this immense demand, there were no significant outages or disruptions.

## What's Next for iBASIS?

As the dust settles on the Paris 2024 Olympics, iBASIS continues to be recognized as a leader in managing high-traffic, global events. This success story demonstrates the company's deep expertise in providing seamless, high-quality 5G roaming experiences, reinforcing its role as a trusted partner for MNOs worldwide, the resilience of its network infrastructure, and its capacity to effectively manage the demands of one of the world's largest sporting events.

Looking ahead, iBASIS is already preparing for future global events, ensuring that mobile networks can continue to deliver exceptional performance, no matter the scale or demand. With continued innovation and collaboration, iBASIS is poised to remain at the forefront of the 5G roaming landscape.

