How MEO Arena Transforms Venue Connectivity into a Competitive Advantage with Speedtest Certified™

Customer
MEO and MEO Arena

Challenge
As leaders in the hyper-competitive live event market, MEO sought to proactively showcase the world-class capabilities of the 20,000-person capacity MEO Arena. Their goal was to leverage independent, third-party validation to powerfully demonstrate their network's quality to fans, sponsors, and premier global event organizers.

Solution
MEO engaged Ookla® to perform a comprehensive Speedtest Certified™ assessment of the arena's permanent Wi-Fi network.

Results
MEO Arena's permanent network surpassed the rigorous requirements, earning the prestigious Speedtest Certified designation. The certification transforms the venue's technical excellence into a powerful, marketable asset, providing indisputable proof of its superior digital infrastructure and delivering actionable intelligence for ongoing optimization.

In today's live event industry, connectivity is no longer a simple fan amenity; it is a critical revenue driver that underpins the entire fan experience. From digital ticketing and cashless concessions to in-app merchandise sales and social media engagement, a venue's bottom line is directly tied to the performance of its network.

For premier technology partners like MEO and world-class venue operators like MEO Arena, delivering a flawless connected experience is a core part of their strategy, backed by massive network investments. The primary challenge for the entire industry has been how to visibly and credibly communicate this complex technical excellence. A high-performance network is an invisible asset, making it difficult to prove its quality and demonstrate the return on that investment to a non-technical audience of fans and event organizers.

"Being the first arena in the world to become Speedtest Certified demonstrates our commitment to innovation and the excellent experience we aim to provide to all audiences and partners here at the Arena. This distinction also reinforces our international positioning - serving as a seal of trust in our infrastructure and as a platform of excellence for major events and productions."

Jorge Vinha da Silva
CEO of MEO Arena

Speedtest Certified bridges the gap between technical performance and tangible business value. It leverages the one brand in network testing that millions of consumers and professionals around the world already know and trust: Speedtest. For MEO Arena, the certification is not just a badge; it is a powerful strategic tool.

By certifying this complex environment, MEO establishes a powerful, public proof point for their network portfolio. It demonstrates to their current and potential clients—from a hotel or hospital to a corporate headquarters—that MEO can design, manage, and validate a network to a world-class standard.

Ookla's CEO, Stephen Bye, with Ana Figueiredo, CEO of MEO, and Jorge Vinha da Silva, CEO of MEO Arena, following the presentation of the Speedtest Certified designation.

For MEO Arena, the Speedtest Certified designation is a key competitive differentiator. When bidding to attract the world's biggest tours, artists, and corporate events, the ability to provide verifiable, third-party proof of network excellence is a powerful advantage. It moves the conversation beyond a simple "we have good Wi-Fi" claim to a validated, trusted benchmark, giving event organizers the confidence that the venue's infrastructure can support their most demanding digital and broadcast needs.

"The Speedtest® certification awarded by Ookla to MEO Arena is a pioneering recognition that reflects MEO's ongoing work to ensure the best technical and connectivity conditions in the country's largest arena. This certification reinforces our commitment to innovation and to providing an excellent experience for all visitors, artists, and partners."

Ana Figueiredo
CEO of MEO

For MEO, the certification is an independent, data-driven validation of their engineering expertise and network investment. The program proved that MEO's infrastructure is a resilient, high-performance foundation. The resulting actionable intelligence also equips MEO's network team with precise, data-backed recommendations for continuous improvement and future optimization.

Validated Performance and Actionable Intelligence

The assessment confirmed the network has a resilient, high-performance foundation, with the technical capability to support both the consistent needs of the arena and adapt as needed to event-specific criteria. This certification, based on Ookla's Speedtest Certified methodology, analyzes technical performance indicators measuring speeds, latency, stability, security, capacity and quality of experience.

The network's strength was demonstrated across all critical user-facing metrics:

- **Real-Time Performance:** The network is highly optimized for demanding applications, earning top scores for its median latency and jitter.

- **Throughput:** The network demonstrated excellent scores for both median download and median upload speeds, capable of handling key use cases like massive-scale social media sharing, digital payments, and powering digital sponsorship activations.

- **Infrastructure:** The network's foundation is built for capacity, earning excellent ratings for its 10 Gbps ISP Backhaul Speed and Smart Roaming capabilities.

By transforming its superior network infrastructure from an invisible operational cost into a visible, trusted symbol of quality, MEO Arena has created a new standard for venue excellence and a powerful asset to drive future business.

MEO Arena
LISBON, PORTUGAL

Ookla® Speedtest® certifies that the wireless network at this property has been independently verified to meet the rigorous performance standards of the Speedtest Certified™ program, delivering fast, reliable, and secure connectivity.

OOKLA

SPEEDTEST CERTIFIED

WI-FI EXCELLENCE

OOKLA