



## EVENT-O-METER

Event-O-Meter is an easy-to-understand measurement of network performance at popular events nationwide. It's a barometer for how American consumers experience wireless connectivity when networks are trying to accommodate heavy traffic at a particular location. Using our OneScore evaluation process, the Event-O-Meter takes into account voice, data, video, coverage, and reliability metrics based on customer experience.

### HOW IT WORKS

GWS network testing specialists attend the event and collect thousands of voice and data samples. Once the controlled testing is complete, results are evaluated and then compiled into a performance score using our OneScore methodology. To the right are Event-O-Meter scores from a sample of major U.S. events tested and evaluated by GWS in 2019.

In addition, to an overall mobile network performance score, GWS also provides scores for network speed, network reliability, and social media performance.

### Overall Mobile Network Performance

Event	Score	Grade
 <b>Pokemon GO Fest</b> Chicago	<b>72</b>	<b>C-</b>
 <b>Coachella Valley Music &amp; Arts Festival</b> Indio	<b>38</b>	<b>F</b>
 <b>Boston Marathon</b> Boston	<b>76</b>	<b>C</b>
 <b>American League Opening Day</b> Yankee Stadium, NYC	<b>70</b>	<b>C-</b>
 <b>National League Opening Day</b> Nationals Park, Washington, DC	<b>87</b>	<b>B+</b>
 <b>Mardi Gras</b> New Orleans	<b>66</b>	<b>D</b>
 <b>New Year's Eve</b> Times Square, NYC	<b>77</b>	<b>C+</b>



## NEWS HIGHLIGHTS:

"The report did find that 100 percent of phone calls were made successfully, though video uploads took a slower-than-average 12 seconds and selfies needed about six seconds to reach followers, slower than other major events recently tested by GWS."

- Observer | Boston Marathon

"Coachella is the fifth largest music festival in the world, gathering an estimated 750,000 music fans for a few short days in Indio, California... Data-related tasks, like web browsing and uploading posts to social media, saw success rates of 88 percent (to put this into perspective, GWS testing specialists normally see reliability rates at large events above 95% for both voice and data related activities)."

- PhoneArena | Coachella

"GWS' testing also revealed some of the network features at work to support the boom in traffic... all four national carriers had two-component and three-component carrier aggregation at work, and a couple of them had four-component CA. There was a "fair amount" of 256 QAM modulation, and several carriers had a small amount of 4x4 multiple-input multiple-output at work alongside 2x2 MIMO..."

- RCR Wireless | Times Square

## EXPERIENCE MATTERS

Benchmarking for  
**28 YEARS**


Services provided in  
**25 COUNTRIES**


Tested  
**18,000 LOCAL MARKETS**


Driven and walked  
**16 MILLION MILES**


## ABOUT GWS


GWS is the world leader in testing wireless markets. Services include:

 **Voice and data benchmarking** - Network data and engineering analysis through drive, venue, and in-building testing

 **MobiStat™** - Interactive web-based reporting and mapping tool

 **OneMeasure™** - Configurable app for mobile and Wi-Fi network performance testing

 **OneScore™** - Network performance ranking combining engineering data with consumer research

 **Big Data Analytics** - Large scale network evaluations using big data tools and techniques



## EVENT-O-METER IN THE MEDIA AND ON BROADCAST TV

Reliable Mobile Networks Keep Players Connected at Pokémon Go Fest 2019 in Chicago



Here's how the US carrier networks perform among the crowds of Coachella or Times Square



What Mobile Networks' Performance at the Boston Marathon Can Tell Us About 5G

**OBSERVER**

GWS has just crunched the numbers for smart phone performance from Mardi Gras and graded New Orleans with a D rating...



Testing Times Square on its busiest night



So many people were uploading videos and photos at midnight on New Year's Eve that it slowed the systems down...



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