MTN facts, figures during 2010

MTN, the first African global sponsor of the FIFA World Cup, showcased the network and its products and services during the sporting event. According to the mobile service provider, all through the tournament, the network carried approximately one terabyte of traffic in locations like stadia, airports, and fan parks.

Additionally, MTN customers accounted for approximately 590 million SMSs and 10 million MMSs in South Africa during the 2010 World Cup. The network also catered for over 250,000 international roaming customers during the event.

On-the-fly adjustments

"Throughout the month-long festival of football, we have been able to manage the entire network in-house with specially developed MTN network management systems. This has seen us make on-the-fly network adjustments based on user behaviour and traffic patterns to ensure the highest possible service levels to our discerning customers and international visitors," says Sameer Dave, chief technology officer at MTN South Africa.

MTN also provided connectivity to Visa point-of-sale devices and ATM machines at the host stadia.

"Such has been the success of the MTN network that we have already been approached by several international operators to provide guidance for telecommunication operations at the 2014 World Cup in Brazil. I can proudly state that we provided championship class quality across all products and services," says Dave.