

Comcast Business Delivers Connectivity at THE PLAYERS Championship, Deploys Targeted WiFi 7 in High-Impact Fan Zones

As the tournament's connectivity provider, Comcast Business supports on-course operations and NBC Sports' national broadcast from TPC Sawgrass

PHILADELPHIA – March 9, 2026 – [Comcast Business](#) today announced it is again serving as the connectivity backbone of THE PLAYERS Championship at The Stadium Course at TPC Sawgrass, powering on-course operations, deploying targeted WiFi 7 across the tournament's highest-traffic fan zones, and providing the dedicated network infrastructure that supports NBC Sports' national broadcast coverage of one of golf's most-watched events.

THE PLAYERS Championship is the PGA TOUR's flagship event and one of the most demanding connectivity environments in professional sports, supported by nearly 600 miles of fiber infrastructure deployed across the course and broadcast operations. With hundreds of thousands of fans expected on the grounds across tournament week, and last year's Saturday setting a single-day attendance record, [the scale of what Comcast Business must support](#) is significant. At peak moments of play – a Sunday charge up the leaderboard, a clutch putt on the iconic 17th Island Green – tens of thousands of simultaneous device connections will be active across TPC Sawgrass, as fans capture, stream, and share in real time while national broadcast crews distribute live coverage to millions of viewers at home.

"THE PLAYERS sets a high bar – for the competitors and for the infrastructure behind the event. Serving as the connectivity backbone means our network must perform when the venue is at full capacity, the broadcast is live, and tens of thousands of fans are on their phones at the same moment. We approach this the same way we approach our most demanding enterprise clients – with zero tolerance for failure and infrastructure built to match. That's what we deliver for over 90 percent of the Fortune 500, and that's the standard we bring here," said Eileen Diskin, Chief Marketing Officer, Comcast Business.

Targeted WiFi in High-Demand Fan Zones

Enhanced WiFi powered by Comcast Business will be available in select, high-density areas across the course, including:

- The Bowl (16 Fairway & Green; 17 Fairway & Green)
- 18 Tee
- The Grove / Food Court
- Sawgrass Square & The Comcast Business Pavilion
- Patriots Outpost

The deployment utilizes the 6GHz WiFi spectrum and WiFi 7 technology, powered by Cisco's latest high-density wireless infrastructure designed for large-scale venues, delivering enhanced performance and reliability. Rather than distributing network resources uniformly across the course, the design concentrates capacity where spectator density – and demand – is highest.

Underpinning the deployment is a network architecture built for resilience. Multiple redundant network paths ensure that a single point of failure cannot compromise connectivity during the event.

The infrastructure is continuously monitored throughout the week, with rapid failover capabilities that keep fans connected and the broadcast on air when it matters most.

Powering NBC Sports' Broadcast

Beyond the course, Comcast Business is providing the underlying network transport infrastructure that supports NBC Sports' coverage of THE PLAYERS Championship – connecting broadcast hubs, studios, and distribution points through a dedicated, high-capacity fiber network that carries live video and data reliably to millions of viewers.

In February, Comcast Business supported critical components of the linear and digital broadcast infrastructure for three of television's marquee events within the span of a single week – [Super Bowl LX, the Milan Cortina 2026 Olympic Winter Games, and the 2026 NBA All-Star Game](#). For the Winter Olympics alone, that meant powering the live production network connecting NBCUniversal's U.S. and international broadcast operations across more than 3,200 hours of coverage. THE PLAYERS Championship represents the next chapter in that same story.

“Measuring more than 7,000 yards, The PLAYERS Stadium Course presents a challenge for golfers and broadcasters,” said Sam Flood, Executive Producer and President, Production, NBC Sports. “Comcast Business has provided the infrastructure and backbone to help us seamlessly produce a championship-level presentation for the PGA TOUR’s flagship event.”

The Comcast Business Pavilion

Located within Sawgrass Square, the Comcast Business Pavilion is part technology showcase, part hospitality destination – and entirely unlike anything else on the grounds. It's where the infrastructure powering the tournament comes to life.

Business leaders and golf fans can get hands-on with the connectivity solutions running some of today's most demanding sports and entertainment environments. IoT-enabled self-service kiosks, interactive enterprise demos, and a high-performance private wireless network put Comcast Business's real-world capabilities on display.

The Pavilion will feature a two-bay Topgolf Swing Suite powered by Comcast Business, a live SiriusXM broadcast studio, a Xfinity TV sports-viewing lounge, refreshments, and daily competitions and prizes – creating an environment designed as much for serious business conversations as for a great afternoon at the tournament.

"THE PLAYERS Championship requires strong, flexible connectivity – and Comcast Business delivers. Their network supports everything from essential tournament operations to the connected fan experience that makes this event so special. They bring enterprise-level expertise to every part of their work here, and it shows," said Lee Smith, Executive Director of THE PLAYERS Championship.

About Comcast Business

Comcast Business offers leading global businesses the technology solutions and forward-thinking partnership they need. With a full suite of solutions including fast, reliable connectivity, secure networking solutions and advanced cybersecurity and a range of managed service options, Comcast Business is ready to meet the needs of businesses of all sizes. Comcast Business has been recognized by leading analyst firms for its continued growth, innovation, and leadership, and is committed to partnering with customers to help them drive their businesses forward.

For more information, call 800-501-6000. Follow [@ComcastBusiness](#) on social media networks at <http://business.comcast.com/social>.

About Comcast Corporation

Comcast Corporation (Nasdaq: CMCSA) is a global media and technology company. From the connectivity and platforms we provide, to the content and experiences we create, our businesses

reach hundreds of millions of customers, viewers, and guests worldwide. We deliver world-class broadband, wireless, and video through Xfinity, Comcast Business, and Sky; produce, distribute, and stream leading entertainment, sports, and news through brands including NBC, Telemundo, Universal, Peacock, and Sky; and bring incredible theme parks and attractions to life through Universal Destinations & Experiences. Visit www.comcastcorporation.com for more information.

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