



Connecting Fans with Seamless, Secure Networks for Every Play and Cheer

Overview

The Kings League Brazil is more than a sports competition. It is a vibrant entertainment ecosystem that demands exceptional performance, connectivity, and reliability to support live broadcasts, audience engagement, and smooth operations for technical and administrative teams. Built from the ground up with Zyxel Networks' solutions, including XS3800-28 and XGS2220 switches, USG FLEX 700H firewalls, and WAX610D WiFi 6 access points, the network delivers stable, high-speed 10 Gbps connectivity, broad WiFi coverage, and robust security, ensuring seamless and uninterrupted events. This powerful infrastructure fully met the league's rigorous requirements, providing organizers, influencers, and attendees with stable WiFi, flawless live streaming, and consistent connectivity even in the most crowded areas. Exceeding expectations, the network highlights Zyxel Networks' commitment to innovation and reliability in supporting demanding and large-scale events.

Challenges

Created to redefine live sports entertainment, the Kings League Brazil features simultaneous broadcasts on multiple YouTube channels and widespread coverage on social media. The initial challenge was to build the stadium's entire network infrastructure from scratch. Having already used Zyxel Networks' solutions with excellent results in Europe, the Kings League organization required that the network infrastructure in Brazil be built with the same technology, ensuring the continuity of the internationally recognized premium experience. The project required a high-capacity internet connection capable of supporting multiple Full HD and 4K live broadcasts, simultaneous connectivity for numerous devices, including the mobile phones of fans in the stands, and stable connections in critical areas such as the field, dressing rooms, press zone, and administrative offices. The network also needed to deliver extremely high speeds, low latency, wide-range WiFi, and remote management capabilities, all with strong security to protect data and prevent interruptions during events.

Customer

Kings League Brazil

Industry

Sports and Entertainment

Location

São Paulo, Brazil

Partner

Pro Advanced

Customer Background

The Kings League is a seven-a-side football league founded in Spain by former FC Barcelona star Gerard Piqué, alongside digital influencers and elite athletes like Ibai Llanos and Kun Agüero. Blending football with entertainment and digital interaction, the league's unique format quickly captured a young, online-savvy audience. Following massive social media and streaming success, the league launched Kings League Brazil, featuring local icons like Neymar Jr., attracting millions of views with thrilling match experiences.



We are very pleased with the success of the partnership between ProAdvanced and Zyxel Networks in implementing the Kings League Brazil network. Zyxel Networks' equipment demonstrated robustness and reliability in a high-traffic environment, proving its technical excellence. This outcome reinforces our commitment to delivering cutting-edge solutions and highlights the value of working with partners who share our high standards of quality."

Vinicius Miranda, Support Manager
Pro Advanced

Solutions

ProAdvanced managed the full network deployment using Zyxel Networks' solutions to support live broadcasts and large-scale audience connectivity.

Fifteen WAX610D access points delivered seamless, high-speed WiFi coverage throughout the stadium, stands, dressing rooms, backstage, and administrative areas. They ensured strong, consistent signals even in high-interference zones, providing low latency and reliable connectivity for hundreds of simultaneous users.

The XS3800-28 core switch and XGS2220 series L3 access switches featured intelligent traffic control through VLAN, link aggregation, and QoS. Real-time monitoring ensured stable operation during peak hours, while centralized, scalable management prepared the infrastructure for future expansions and large-scale events.

USG FLEX 700H firewalls secured the network by segmenting traffic across staff, press, broadcast, and public areas. With advanced features like threat prevention and content filtering, the firewalls ensured reliable protection without compromising performance during live broadcasts and high device density.

Product List



- WAX610D WiFi 6 Access Point



- XS3800-28 L3 Aggregation Switch
- XGS2220-30HP/54HP L3 Access Switch



- USG FLEX 700H Firewall

Results

Zyxel Networks' firewalls, switches, and access points delivered a stable and high-performance 10 Gbps network that ensured smooth live broadcasts and seamless connectivity throughout the stadium. Organizers, influencers, and attendees all enjoyed a flawless experience, with no major disruptions even during peak demand and simultaneous streaming on multiple channels. The infrastructure proved reliable, scalable, and fully capable of supporting the intense activity and high-density environment of major live events.

- Managed switches ensured stable performance during peak traffic, including multiple live broadcasts
- High-density WiFi delivered fast, reliable connectivity for hundreds of devices
- Firewalls secured the network with intelligent traffic segmentation and threat protection
- Centralized management enabled real-time monitoring and quick response, ensuring smooth event operation

