NETERRA

One of the world's biggest cycling races comes to Bulgaria – broadcast to millions on a network built by Neterra

The Client

In May 2026, **one of the most iconic cycling races in the world** arrived in Bulgaria. The event is **broadcast live across the globe** and followed by **millions of viewers**. Its Bulgarian stages passed through Burgas, Veliko Tarnovo and Sofia, with the finish in front of the National Assembly in Sofia on 10 May 2026.

Behind every second of the live broadcast stands **infrastructure that cannot allow even a moment of interruption**. For this critical connectivity, the organisers turned to **Neterra**.

The company provided **the communications network for the race in Bulgaria** – internet connectivity for **17 key zones** across the three host cities.

How Do You Broadcast a Race to the Whole World?

Behind the television pictures, the live streaming and the video processing stands one network. **Neterra** built it for **international broadcasters**, the **world cycling federation**, the general sponsors, the media, and the dozens of teams that run the race in real time.

In just **three days**, Neterra's teams provisioned **six event locations** across Bulgaria.

The Challenge

A live global broadcast allows **no interruption – not even for a second**. The network has to perform at full capacity at exactly the moment the pressure peaks: **the finish, watched live by millions**.

In Sofia, two Neterra teams worked in parallel. One on site at Narodno Sabranie Square, where the race finished. The other prepared Hall 6 of the National Palace of Culture – **the main communication centre of the event**, with **300 connections** for logistics coordination, video processing, journalists and photographers.

"Internet connectivity is extremely important, because the race is broadcast live. These are ten crucial minutes that the whole world is watching," says **Tihomir Minkov, Presales Manager at Neterra**.

The Solution

Neterra designed the network with **one goal: the connection must not drop even for a moment**. Optical fibre. Mobile rack systems. Wi-Fi zones. Starlink backup. UPS power.

At an event of this scale there is no room for risk. That is why the team built a **multilayer backup system** – at least **two independent fibre lines**, backed by **5G and Starlink redundancy** at the most critical points.

"We have two lines, a 5G card and Starlink. This is how we guarantee that if anything happens to one of the lines, the switchover will be seamless," says **Marti Vasilev, Service Delivery Engineer at Neterra**. "We do more than what is necessary."

The work on site starts before the event does and ends after the last camera is switched off.

"We are the first truck to arrive and the last one to leave. We lay the cables," adds Marti. "It is very dynamic. Cables flying everywhere, people flying everywhere."

In the days before the start, the teams laid fibre between the TV trucks, configured mobile racks and Wi-Fi points, tested every line, and connected the broadcast compound one truck at a time.

Results and Achievements

In the key minutes of the finale, **the entire network ran at full capacity**, and millions of viewers around the world experienced the event live. Behind every second of that broadcast stand days of preparation and work under pressure – and **a standard of reliability Neterra has been building for 30 years**.

"It is a great honour and a pleasure for Neterra to be part of this event. We are very glad that the organisers of one of the biggest cycling races in the world chose Neterra," says **Marti Vasilev**.

Partnership and the Road Ahead

The technology that guaranteed the live broadcast is the same technology that **keeps thousands of businesses running 24 hours a day**.

Neterra's **hybrid solutions** combine **optical fibre, 5G and satellite capacity** into resilient, uninterrupted connectivity – with intelligent switchover, redundancy at every level, and expertise proven in the most extreme conditions.

Neterra – Connectivity Without Compromise

Learn more **neterra.net**