Telstra
Powering Gaming & Esports

April 2020
Challenges facing the gaming industry

Several challenges impairing publishers and gamers.

**Offline Servers**
Hyperactivity on servers overwhelms bandwidth causing them to go offline or crash.

**Poor Connection**
Poor internet connection or connection to servers interrupts game play and livestreaming.

**High Latency**
Restricts movement of data from transmitters to receivers negatively affecting bandwidth and causing lag.

**Public Cloud**
Expensive egress bandwidth, customers locked to a provider and less than ideal transit.

**Global Relationships**
Limited access to global infrastructure and technology, streaming, broadcasting and transmission experts.
Supporting every step of gaming
Telstra’s global infrastructure helps gaming companies along every step of a video-game lifecycle

**Development**
During concept, planning and production, Telstra works with game studios to connect remote development sites, forecast network requirements and capacity, and create a network strategy for the whole game longevity.

**Release**
Testing and final release often require large amounts of data to quickly and reliably travel globally from developers to publishers and ultimately gamers. The game goes live… and Telstra brings it to life.

**Live Services**
Multiplayer games are played by millions of concurrent gamers spread all over the world. Telstra delivers the highest levels of uptime, availability and low latency.

**Esports**
With a purpose-built global media network, Telstra reliably gets live esports broadcast content from venues to rights holders worldwide, including streaming platforms and TV broadcasters.
Confidently deliver gaming content with Telstra

Telstra’s mission is to help gaming companies around the world successfully navigate key industry challenges around connectivity, broadcasting and online video.

We provide tailored, flexible and nimble solutions, backed by Telstra’s global fibre and satellite networks, to reliably create, produce and distribute gaming and esports content quickly and efficiently across the globe.
Connectivity
Telstra’s global fibre and satellite network

Over 250,000 miles (400,000 km) of subsea cables + 3 satellite teleports
A global network supporting the gaming industry

The top 6 global gaming companies rely on Telstra’s network for a variety of services and solutions, all critical to the success of the most popular games.

**Game development**
Gaming studios use Telstra to empower their teams to connect, communicate and share their work between Asia and the US and to create the next generation of video games.

**Multiplayer gaming**
More than 100M players use Telstra’s global infrastructure to connect them with friends, wherever they may be, in some of the most popular multiplayer games and platforms in the World.

**Updates and DLCs**
The largest gaming publishers rely on Telstra’s global high-bandwidth, secure, reliable and low-latency network to move large amounts of data between Asia and the rest of the World.
Broadcasting
# Network and Broadcasting Capabilities Supporting eSports Growth

Different options to diversify your revenue streams and reach new audiences

## Global Media Network
Global media contribution and distribution solution for video content across fibre and satellite spread throughout Asia, Australia, US and EMEA.

## Event Connectivity and Delivery to Broadcasters
Venue, event and studio connectivity, and delivery of secure live feeds to broadcasters worldwide (point-to-point and point-to-multipoint).

## Encoding & Live Streaming Hand Off
Encoding and livestreaming hand off for straight-to-internet events on YouTube, Twitch and Twitter.

## Global Broadcast Operations
24/7 Broadcast Operations Centre and Master Control Rooms around the world.

## Content Distribution to Venues
Content can be distributed to venues, including cinemas and stadiums, for viewing parties.

## Remote Production
Deliver multiple high-quality live content from vast distances to centralized production facilities.
We provide media solutions that transform esports content delivery, with managed services and next-generation global media networks.

- Extensive live broadcast media knowledge and experience.
- Global field services and special events teams.
- Integrated satellite and fibre networks.
- Single point of contact for media bookings, delivery and billing, with 24/7 availability.
- Continuously innovating and investing in our networks, platforms and partnerships.
Online video
Online video services
From streaming to on-demand and file-based video

**Encoding + Decoding**
Telstra provides encoding and decoding solutions as a service, on an occasional use or permanent basis. We also partner with globally recognised leaders in this space to deliver encoding hardware.

**Ethernet Private Line**
For more secure, private and faster esports streams, we connect venues directly to your studios or HQ over a closed network data transport service without traversing the public Internet.

**Direct Internet Access**
Using Telstra’s own network or our partnerships with the leading global telco providers, you are guaranteed to receive the bandwidth you purchased, 100% of the time, directly from your venue.

**Media Cloud**
Access rich features and global scalability of world-leading cloud services partners combined with Telstra Private Network connectivity – a family of fully managed services that assist to make it easy to build reliable, broadcast-quality video workflows in the cloud.

**Workflow Automation**
Access an award winning media logistics platform. Telstra partners with Dalet to provide an end-to-end asset and metadata management, workflow orchestration and operational insights, to improve your multiplatform syndication strategy.

**Monitoring**
From our Broadcast Operations Centre, Telstra can deliver OTT monitoring, analytics, incident management, interim restoration services and SLA compliance.
At Telstra
We’re available 24/7 – talk to us

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