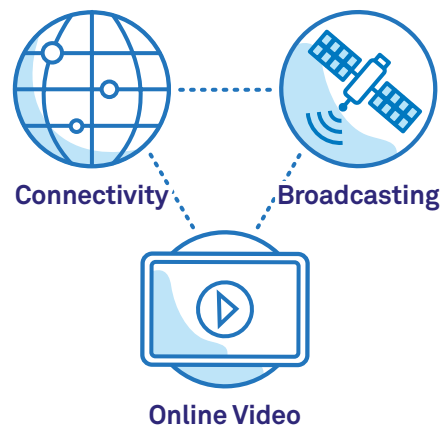


Gaming and Esports

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 fiber and satellite networks, to reliably create, produce and distribute **gaming** and **esports** content quickly and efficiently across the globe.

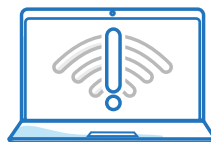


Challenges facing the gaming industry



Offline Servers

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



Poor Connection

Slow Internet or connection to servers interrupts game play and livestreaming.



High Latency

Restricts movement of data negatively affecting bandwidth and causing lag.



Public Cloud

Expensive egress bandwidth and customers locked to a provider.



Global Partners

Limited access to global technology partners with streaming, broadcasting and connectivity expertise.

Supporting every step of gaming

Telstra's global network infrastructure helps gaming companies along every step of a video game's lifecycle



Development

Telstra works with game studios to connect remote development sites, forecast network requirements and create a network strategy for game longevity.



Release

Testing and final release require large volumes of data to reliably travel globally from developers to publishers and ultimately gamers. Telstra helps bring the game to life!



Live Services

Multiplayer games are played by millions of concurrent gamers across the world. Telstra delivers high levels of uptime, availability and low latency.



Esports

With a purpose-built global media network, Telstra offers reliable delivery of live esports broadcasts from venues to rights holders worldwide, including streaming platforms and TV broadcasters.

Top 6 gaming companies rely on Telstra's network



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 100 million players use Telstra's global infrastructure to connect with friends, wherever they may be, for 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 volumes of data between Asia and the rest of the world.

Connectivity

Dedicated, robust and secure access to a diverse network providing global coverage, performance and peace of mind

Access to Asia Largest owned and operated subsea cable network in APAC, serving up to a third of the region's IP traffic.	Low Latency Strong domestic and international peering, short hop connectivity to global users.	Resilient Path diversity across subsea and terrestrial networks.	Flexible Flexible bandwidth options for burstable usage and high traffic levels.
IP Transit Ranked amongst Asia's most peered IP networks (AS4637) and largest eyeball network in Australia (AS1221).	Access to Cloud Direct connections with over 25 Cloud providers globally.	Global Internet coverage across 80+ countries, including China, through direct assets and local providers.	Fast Connected directly with all top gaming and streaming providers.

Esports Broadcasting

Different options to diversify your revenue streams and reach new audiences



Global Media Network (GMN)

Global media contribution and distribution solution for video content across fiber, satellite and IP.



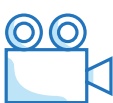
Global Broadcast Operations

24/7 Broadcast Operations Center and master control rooms around the world.



Event Connectivity and Delivery to Broadcasters

Venue, event and studio connectivity, and point-to-point or point-to-multipoint live feeds delivery.



Content Distribution to Venues

Content can be distributed to cinemas (and other large venues) for viewing parties and events.



Encoding & Live Streaming Hand Off

Encoding and livestreaming hand off for straight-to-Internet events on major streaming platforms.



International Remote Production

Deliver multiple high-quality live content across vast distances to centralized production facilities.

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.

Ethernet Private Line

For more secure and private broadcasts, we connect venues directly to your studios or HQ over a closed network data transport service.

Direct Internet Access

Uncontended bandwidth on symmetric circuits, with low latency, directly from your venue.



Monitoring

From our Broadcast Operations Center, Telstra delivers monitoring, analytics, restoration services and SLA compliance.

Media Cloud

Our cloud gateway solution expands on Telstra's Global Media Network by providing a gateway from on-network media rights holders to off-network media buyers.

Workflow Automation

Media logistics platform to control end-to-end assets, metadata management, workflow orchestration and multiplatform syndication.

About Telstra

As a leading telecommunications and technology company offering a wide range of connectivity, content delivery, and broadcast services globally (with a focus on the Asia-Pacific region), Telstra enables gaming and esports companies to provide the ultimate gaming experience to consumers around the world.

Telstra also provides the underlying global Internet infrastructure, including IP transit services, data centers and colocation facilities, connectivity to cloud providers such as AWS, SD-WAN, and content delivery networks, to support game developers and publishers in planning, developing, launching, and streaming their games.

Get in touch with us or visit our website to learn more.

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