

Telstra Broadcast Services

# Live Sports Contribution and Distribution

Take your fans to the heart  
of the sporting action with  
innovative solutions

TELSTRA 

Choose a team that's contributed millions of hours of live sports to audiences in Australia and around the world. Telstra Broadcast Services has the winning blend of global media networks, broadcast operations and field operations plus the support of 24/7 bookings and engineering teams. Our expert team helps ensure your specific needs are met so fans enjoy all of the action.

## Choose Telstra for Live Sports

- Whatever your specific needs, our expert team can help you get the right blend of networks, technology and services to reach and delight global sports fans.
- Delivery of major and niche live sports events in Australia, Asia and around the world by a field team deploying globally every week.
- Continuous innovation including on-field player data (Telstra Tracker) and live in-game referee review via our networks to a centralised decision-making facility (NRL Bunker).
- A media network combined with powerful satellite services for greater reach. From broadcast overflow to areas with little to no infrastructure, Telstra's ten fully redundant Ku- and C-band satellite news and sport gathering vehicles and fly-away kits can extend your satellite reach into regional areas across Asia Pacific.
- Reach into Asia by leveraging our network and alliances. Telstra owns one of the most extensive fibre networks across the Asia Pacific region, serving up to 30 per cent of Asia's internet traffic, with world-class satellite teleports in Hong Kong, Perth and Sydney – all with combined access to more than 40 satellites.

At Telstra Broadcast Services we're available 24/7 – talk to us.

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# Solutions

## Global Media Network

Deliver high quality live sport to your audience and new markets around the globe through a host of purpose-built fast, highly reliable, efficient and permanent or occasional-use connectivity solutions. Connect into major broadcasters and venues globally and extend your reach via the Telstra Global Media Network and our key alliances with companies such as AT&T, The Switch, China Unicom, SIS Live, Zayo and Akamai.

24/7 support, monitoring and management from our global Broadcast Operation Centres and Master Control Rooms to help ensure fans can always watch their favourite game.

## Distributed Production Network

Be efficient and effective in how you produce sports content. Help reduce

costs, time and resources by centralising production; send multiple raw camera feeds, audio and equipment control from sports venues to centralised production facilities. Telstra's Distributed Production Network is a network enabling remote production workflows from venues up to 3,500 km distances, and utilises our high capacity, low latency, multi-tenant network of scale.

## Globecam

Straight from the sporting fields and tennis courts, create unique audience experiences and take fans to the heart of the action through live point of view footage broadcast from wearable, miniature camera technology. Fitted to players, referees, umpires, jockeys, bikes, race cars, and tennis nets, Telstra

Globecam captures incredible live action that will have viewers on the edge of their seats and coming back for more.

## Online Video

Deliver live sports over the top (OTT) the way fans demand with an online video and content delivery solution. A managed, cloud-based Online Video Platform that is designed to help you securely upload and deliver high quality video content with studio-grade protection, rights-management and flexible monetisation models. Our Content Delivery Network provides a powerful platform to help you meet viewer demand and grow revenue. It lets you provide fast, high quality, and secure web and video content to any device at scale, while adapting to changing internet conditions and peak demand.



**Legend**

- Telstra Broadcast Operations Centre
- The Switch Broadcast Facility
- Network Point of Presence
- Satellite Teleports Earth stations/teleports
- Satellite Coverage Access to over 40 satellites
- Telstra Global Media Network Bidirectional network connection
- Telstra DVN Network Bidirectional network connection

## The Telstra advantage

Telstra is a leading technology company offering a wide range of services globally. We bring innovative technology, capability and talent from across the globe to enable our customers to thrive in a connected world. Telstra's heritage is proudly Australian,

and we have a longstanding international business with specific expertise in the Asia-Pacific region. Telstra Broadcast Services brings to our customers a dedicated team of media industry professionals, high performance media networks, online video

and cloud platforms, world class satellite services, and 24/7 bookings, operations and engineering support to help securely take your live sports content from stadiums to screens.