

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.

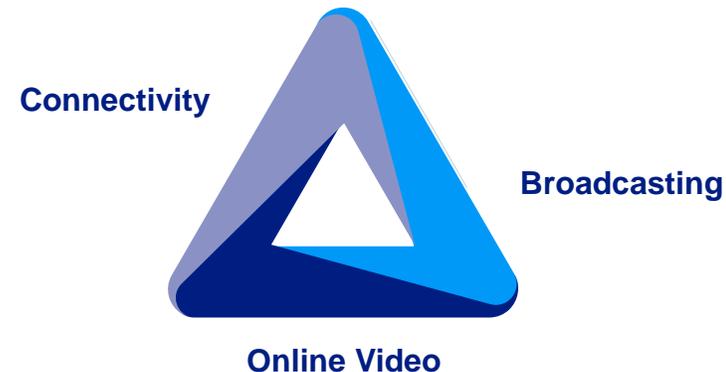


Esports

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.

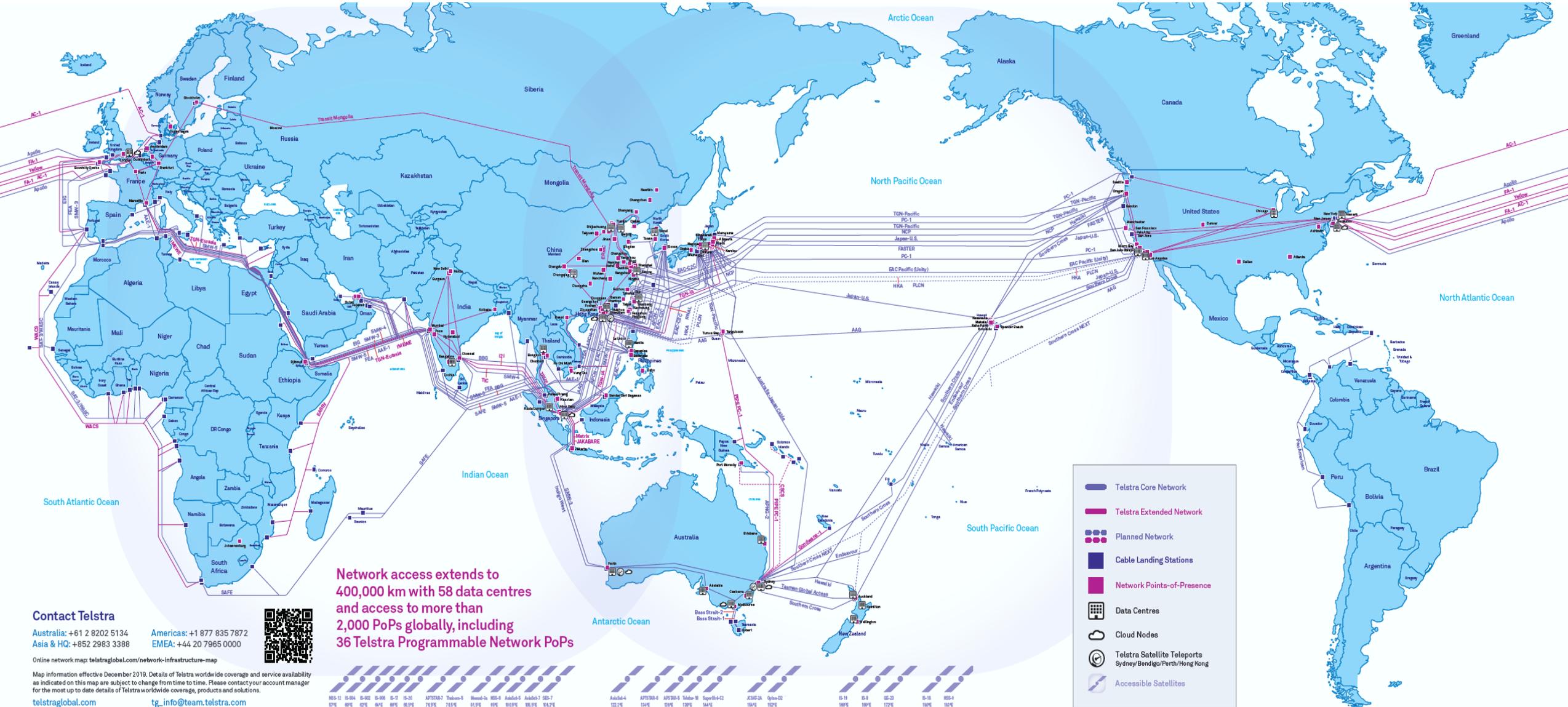


Connectivity

Telstra's global fibre and satellite network



Over 250,000 miles (400,000 km) of subsea cables + 3 satellite teleports



Network access extends to 400,000 km with 58 data centres and access to more than 2,000 PoPs globally, including 36 Telstra Programmable Network PoPs

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Online network map: telstraglobal.com/network-infrastructure-map
 Map information effective December 2019. Details of Telstra worldwide coverage and service availability as indicated on this map are subject to change from time to time. Please contact your account manager for the most up to date details of Telstra worldwide coverage, products and solutions.
telstraglobal.com tg_info@team.telstra.com



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)



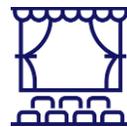
Encoding & Live Streaming hand Off

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.

Telstra + Esports Broadcasts

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.

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.

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

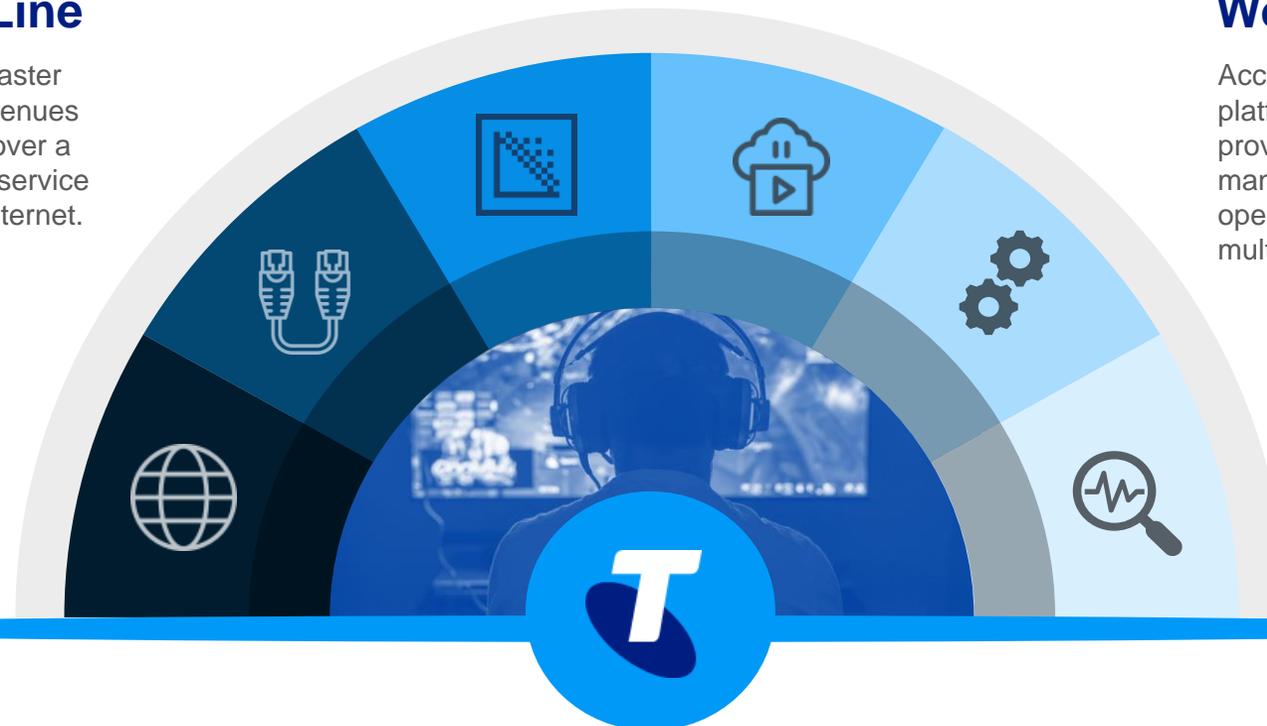
Using Telstra's own network or our partnerships with the leading global telco providers, you are guaranteed to receive the bandwidth you purchased, 100% of the time, directly from your venue.

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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