

Live workflow for esports

ESL/Turtle Entertainment, 2018

Live signal distribution: How ESL distributes PGM signals and cleanfeeds to millions of viewers and sub-production houses.

About ESL

ESL, a part of the international digital entertainment group MTG, is the world's largest esports company, leading the industry across the most popular video games with numerous online and offline competitions. It operates high profile, branded international and national leagues and tournaments such as the Intel® Extreme Masters, ESL One, ESL National Championships and other top tier stadium-size events, as well as grassroots amateur cups, leagues and matchmaking systems. ESL covers a broad field of services in gaming technology, event management, advertising and television production, fully catering to the needs of the esports ecosystem. With offices in North America, Germany, Russia, France, Poland, Spain, China, and partners in many other countries, it has a truly global footprint.

ESL utilizes routing capabilities of **Live Video Cloud (LVC)** to distribute live signals from their esports events to reach multiple millions of concurrent viewers across different platforms and provide cleanfeeds to sub-production houses.

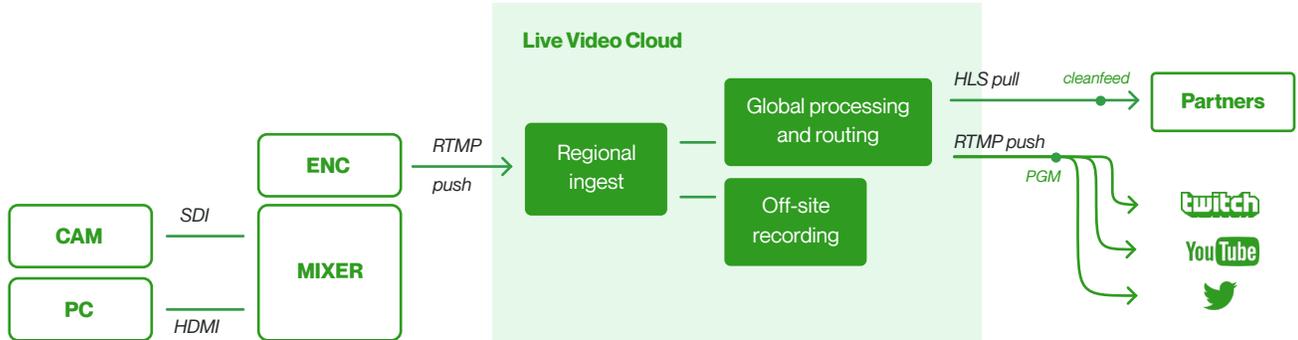
Challenge

With the mission to leverage esports to become as ubiquitous as other sports the content provider is challenged by the rise of streaming platforms, diversified audiences in different regions around the globe and on-site bandwidth limitations.

Workflow

[youtube.com/watch?v=GLpk3UaLFAQ](https://www.youtube.com/watch?v=GLpk3UaLFAQ)

The on-site production is done with broadcast-grade TV equipment and encoded with software or hardware encoders. However, some events are in regions where reliable broadband internet connections are still improving. Instead of delivering live signals separately to each destination, ESL ingests broadcast signals once into the LVC's cloud infrastructure. Broadcast signals and cleanfeeds are then routed and distributed to several live platforms like Twitch, YouTube Live and Twitter Live or to sub-production houses, broadcast stations and CDNs.



Depending on the needs per destination the signals are passed through natively or transcoded within the LVC to enable the best possible quality on each destination platform. Live events often must adapt to unpredictable scheduling changes. LTN LVC helps ESL remain flexible by making it easy to reroute input signals or add and remove new destinations without interruptions even while live.

Result

During ESL One Cologne 2017 online and linear viewership clocked in at over 62 million sessions with 13 million hours of consumed live video content. During ESL One Cologne in 2018 online and linear viewership brought 31 million hours of consumed live video content. Air time that weekend was 52 hours and viewers peaked at 746,000. The on-site team produced the english stream and sub-production houses around the globe broadcasted content utilizing provided cleanfeeds for their regional audiences.

LTN Live Video Cloud enables ESL to continuously overcome on-site bandwidth limitations and distribute live signals cost- effectively.

“ With a lot of new partners moving into the esports business we need solutions to get them on board. Using Live Video Cloud enables us to provide pretty fast and uncomplicated live feeds. It’s still the beginning of the whole esports journey and our goal is to get esports all over the world.

Chris Müller, Managing Director, ESL TV

Fact sheet

Live workflow for esports

Customer	ESL/Turtle Entertainment
Customer since	August 2015
About the customer	<ul style="list-style-type: none"> — the world's largest esports league — majority stake is owned by a Swedish media company, MTG — operates international and national leagues/tournaments
Challenge	<ul style="list-style-type: none"> — extend brand reach globally — monetize owned content — decentralized teams — diversified audiences
Workflow	<ul style="list-style-type: none"> — on-site production with broadcast-grade TV equipment — ingest of final PGM signals and cleanfeed — signals are routed to owned channels on Twitch, YouTube Live, Twitter — live or to sub-production houses
Result	<ul style="list-style-type: none"> — e.g., ESL One Cologne 2017: online and linear viewership clocked in at over 62 million sessions; 13 million hours of consumed live video content — e.g., ESL One Cologne 2018: over 31 million hours of consumed live video content, 52 hours air time and viewers peaked at 746,000 — on-site production of the english main stream — sub-production houses provided with cleanfeed to produce regional broadcasts — continuously overcome on-site bandwidth limitations and distribute live signals cost-effectively
Additional resources	<ul style="list-style-type: none"> — case study video: youtube.com/watch?v=GLpk3UaLfaQ — https://esc.watch/tournaments/csgo/esl-one-cologne-2018
Product	LTN Live Video Cloud

About LTN Global

LTN Global is a worldwide leader in media technology and managed video services. We operate the world's fastest and most reliable video network and have integrated live production, digital streaming and linear channel metadata solutions into a unique offer that simplifies and enriches the content value chain.