

World Cyber Games and Level 3 Team to Bring Cyber-Gaming to a Global Audience



Customer Profile

The World Cyber Games (WCG) is the world's first "Cyber Game Festival," designed to build a healthy cyber culture. The best gamers around the world gather in different cities for game tournaments. Each year, WCG competitions culminate in a Grand Final, effectively the Olympics of gaming.

"Level 3 delivered exactly what we knew they could – one of the finest infrastructures and backbones for web content delivery. As computers and gaming consoles get faster, they make huge demands on the network. With the backbone that Level 3 provides, we can continue to expand into new territories to increase awareness of the WCG brand."

— Michael Arst, Senior Vice President, General Manager, World Cyber Games

Overview

CHALLENGE

As WCG leads the growth of the cyber-gaming industry, it needs to deliver live coverage and content to a global audience.

SOLUTION

Level 3's Content Delivery Network enabled content capture through consumption with live streaming of events, traffic management, real-time traffic insight, caching and on-demand downloads.

BENEFITS

WCG saw double the number of viewers for its Grand Final over the previous year, increasing awareness of the organization's brand.

Cyber-Gaming: \$30 Billion and Growing

Video gaming is simply not what it used to be. Today, it's a \$30 billion industry and a global competitive "e-sport" that is rapidly becoming mainstream. Those with exceptional eye-hand coordination can make a living playing the games they love.

World Cyber Games (WCG) leads the competitive video gaming industry. Online gamers in more than 70 countries compete in a series of events within their home countries. Ultimately, the best represent their nations in one location in what has become the Olympics of video gaming – the Grand Final.

In recent years, WCG has held the Grand Final in places such as San Francisco, Italy, Korea and Singapore. In 2007, the organization brought 700 gamers from 74 nations to compete in 12 PC

and Microsoft® Xbox® games for medals and prize money in Seattle. WCG needs to deliver live and on-demand content straight to worldwide cyber-gaming fans where they are – online.

"The World Cyber Games is the world's premier video game tournament and festival," said Michael Arst, Senior Vice President, General Manager, World Cyber Games. "As a global property, we need to be reaching our constituency – audiences around the globe – on a 24 x 7 basis."

Live Action, Straight from Seattle

Prior to the 2007 Grand Final in Seattle, WCG turned to the Level 3 Content Delivery Network (CDN) services, which include live streaming of the event, as well as ongoing caching, download and traffic management services.

For the four-day event, Level 3 provided:

- High-speed Internet at Seattle's Qwest Field, site of the Grand Final, for 700 players.

- Level 3 deployed the Windows Media Streaming Solution to deliver live action of the games to North American and European audiences. The event was streamed live to nearly 140,000 unique viewers in over 70 countries.





WCG 2007 Grand Final - Team USA Clenches the title of Grand Champions!

“Level 3 was the only company able to provide the complete platform – from content capture to delivery – required for our event,” said Bryan Lee. “As we grow, Level 3 has the presence in North America, Europe, and is expanding in Asia, to give us the global reach we need.”

— Bryan Lee, Manager of Worldwide Events and Marketing

- At the same time, Level 3 helped balance loads between providers and global regions with its Level 3[®] Intelligent Traffic Management tool.

- Additionally, the Level 3[®] Caching and Download capabilities allow the organization to deliver archived tournaments on demand.

Real-Time Insight into Global Traffic

With the Seattle event, WCG had an unprecedented view into its global audience. Level 3’s Online Portal provided a flexible graphical display, giving WCG real-time viewer demographics. “We were able to see actual traffic numbers from 73 countries, which has been a challenge for us the past three to four years,”

said Bryan Lee, Manager of Worldwide Events and Marketing, World Cyber Games. “We were surprised to see high numbers in countries we did not expect. Now we have that information to demonstrate our reach to partners and sponsors.”

Real-time and historical reporting on the event showed WCG that it attracted nearly 140,000 unique online visitors – approximately double the number the previous year. That indicates a growing audience for competitive gaming and more awareness of WCG events.

“Our partnership with Level 3 enables us to reach our constituency more effectively, and we can monetize our brand and our content in new and exciting ways,” Arst said.

Looking ahead, WCG will continue partnering with Level 3 to expand content delivery in areas such as Asia.

“Level 3 delivered exactly what we knew they could – one of the finest infrastructures and backbones for web content delivery,” Arst added. “As computers and gaming consoles get faster, they make huge demands on the network. We realize that as an event of this size, that potentially doubles every year, we can only trust content delivery to Level 3. They have control over the entire process, making for a superior experience for our viewers.”

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