



## BLAST PREMIER WORLD FINAL

**Blasting through: The Switch powers live OTT streaming of BLAST Premier tournaments to global esports audience**

### Live time

- BLAST Premier, a leading global esports league, needed to deliver engaging over-the-top (OTT) streaming experiences of its Counter-Strike: Global Offensive (CS:GO) tournaments to fans worldwide
- Looked to The Switch to deliver live streaming feeds, drawing on its sports expertise and live IP video transmission and distribution services to provide high-quality, low-latency live esports content to its international media partners
- Supported coverage live online and then on-location from Copenhagen of Spring and Fall seasons and then Blast Premier World Final in 2021

### Always there

- The Switch provided a full suite of video contribution and delivery services for live streaming of BLAST Premier's events, utilizing its robust global delivery network backed by redundant satellite downlink capacity
- Managed transport of all signalling into AWS for media encoding and onward delivery to rightsholders, to OTT distribution providers worldwide
- Provided specialist OTT support teams on hand throughout the tournaments to ensure seamless configuration and low-latency delivery of BLAST Premier's live feeds
- As well as providing IP connectivity and delivery, The Switch also monitored all incoming feeds via its 24/7 Network Operation Centers (NOCs)

### Always on

- The 2021 BLAST Premier World Final in Copenhagen generated over 16 million hours of content consumption by fans worldwide, with viewership peaking at just over 737,000
- The first-mile expertise and IP capabilities of The Switch's specialist engineering team and its global network reach ensured seamless content streams were delivered to over 40 international media distribution partners and platforms
- Enabled BLAST Premier to navigate the challenges of a global pandemic, relying on The Switch to provide the support and technical expertise needed to deliver exceptional live feeds without worrying about how their content reached audiences