

Telstra Broadcast Services

# Build your broadcast partnership with Telstra

Delivering media into, across and out of the Americas

Celebrating 25 years in the Americas



With a reliable gateway into Asia and a global network spanning over 250,000 miles, Telstra is a global media distribution partner of choice for many major US broadcasters. Telstra brings together world-class technology with an experienced global field operations and broadcast operations team, to help you deliver and distribute content throughout the Americas and internationally.

## Content delivery from the United States accounts for 20% of the global market

Reach new audiences and sports fans around the world with Telstra. Telstra offers an extensive global network spanning over 250,000 miles, with access to more than 2000 points of presence in over 200 countries and territories globally. We have 58 Data Centres worldwide with one of the largest integrated data centre footprints in the Asia Pacific, as well as licenses in Asia, Europe and the Americas.

Telstra's high bandwidth, low latency fibre network and global platforms and infrastructure allows for the reliable delivery of content for both permanent and special event services in and out of the Americas.

In the United States, Telstra has offices in major cities including New York, San Francisco, Washington D.C, Los Angeles and Seattle. We have been expanding our network to create a total of 22 points of presence in the USA, including new network sites in Atlanta, Seattle, Denver and Dallas. These are supplemented by access to over 300 partner network sites, enabling Telstra to support the high-bandwidth, assured access to QoS continuity and connectivity requirements of live high value video content.

Telstra's eight trans-pacific cable routes connect the United States with key international markets such as Australia,

China, Japan, Korea, Taiwan, Hong Kong, South East Asia and more. Our robust network also connects into partner networks in the USA through to Europe, Middle East and Asia Pacific. Known as the Telstra Global Media Network (GMN) Partner Alliance, our partnerships span numerous regional telco networks around the world. Together the Telstra GMN Partner Alliance offers access to 2500+ end points, including 1000 customers, 1500 venues and 10 teleports.

## Global Broadcasting Essential Solutions

### Telstra Global Media Network

- Deliver high-quality content to your audience and new markets around the globe through a host of purpose-built, fast, reliable, permanent or occasional-use connectivity solutions.
- Connect into major broadcasters and venues globally via the Telstra Global Media Network and our key international alliances.

- Monitor and manage content around the clock from our global Broadcast Operations Center, and Master Control Rooms in Asia, USA and the UK.

### Major Events

- Telstra supports numerous major sports and entertainment events in Asia and across the world. Telstra's field operations team and equipment are deployed globally to deliver on these events around the year.

### Ooyala Flex

- The Ooyala Flex Media Platform enables media owners, content creators and distributors to become more agile and cost efficient by automating tasks, simplifying workflows and reducing time-to-TV-grade experiences across all screens. With open APIs and a vast partner ecosystem, Ooyala Flex Media Platform provides a single source of truth for managing metadata and workflows for media companies.

## Telstra's Global Infrastructure

Access to over


**26** submarine cable systems

in the Asia-Pacific.

 Largest subsea cable network

in the Asia-Pacific region, carrying up to 30% of the region's Internet traffic and offering access to the most intra-Asia lit capacity.

Access to over

 **28,500** miles of subsea cable between Asia and the US

delivering 20TB of Telstra cable capacity across the Pacific Ocean into the US.

**8** landing stations covering East and West Coasts

as well as Hawaii and Guam on the Telstra Global Media Network.



Broadcast facilities in

New York, Los Angeles, London, Hong Kong and Sydney

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

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## About Telstra

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.