HOW ESL FACEIT GROUP DELIVERED A HISTORIC SUMMER OF LIVE ESPORTS

STEVEN "CLAW" JALICY
SENIOR DIRECTOR
GLOBAL STREAMING & BROADCAST DISTRIBUTION

ESL FACEIT GROUP

7th April 2025

ESPORTS IS COMPETITIVE GAMING

- All levels from recreational to professional
- The term “esports” equates to the term “sports”
- FPS, MOBA, RTS, Battle Royale, Mobile, Racing
- CSGO, DOTA2, SC2, Overwatch, Call of Duty
- Professional players, international teams, world championships, millions in prize money
- Sold out stadiums and festivals
- Millions of global viewers

TOURNAMENT AND EVENT ORGANIZER, RIGHTS HOLDER AND BROADCASTER

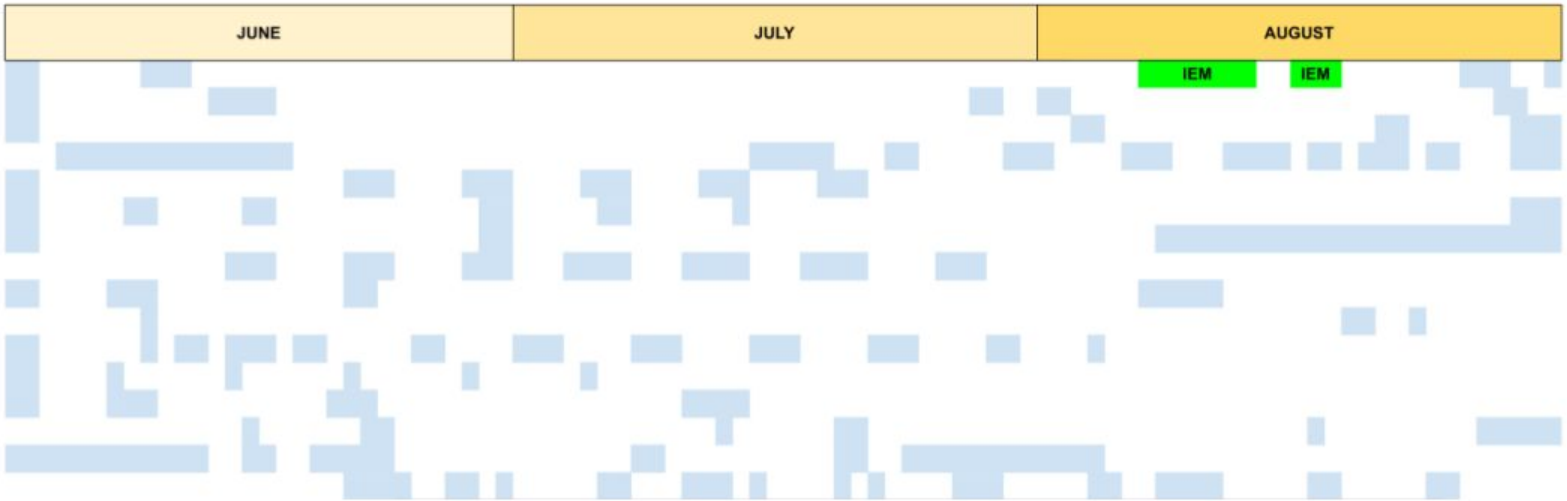
- EFG directly handles:
  - Tournament and event
  - Stage show and arena experience
  - Production and broadcast
  - IT and Network
  - **Streaming and broadcast distribution**

- Average numbers:
  - 2,000+ live broadcast days
  - 336 of 365 days live
  - 16,000+ live broadcast hours
  - 22+ countries
  - 26+ languages
  - 50+ takers and partners


intel
EXTREME MASTERS
ESL
CHAMPIONS


intel
ESL

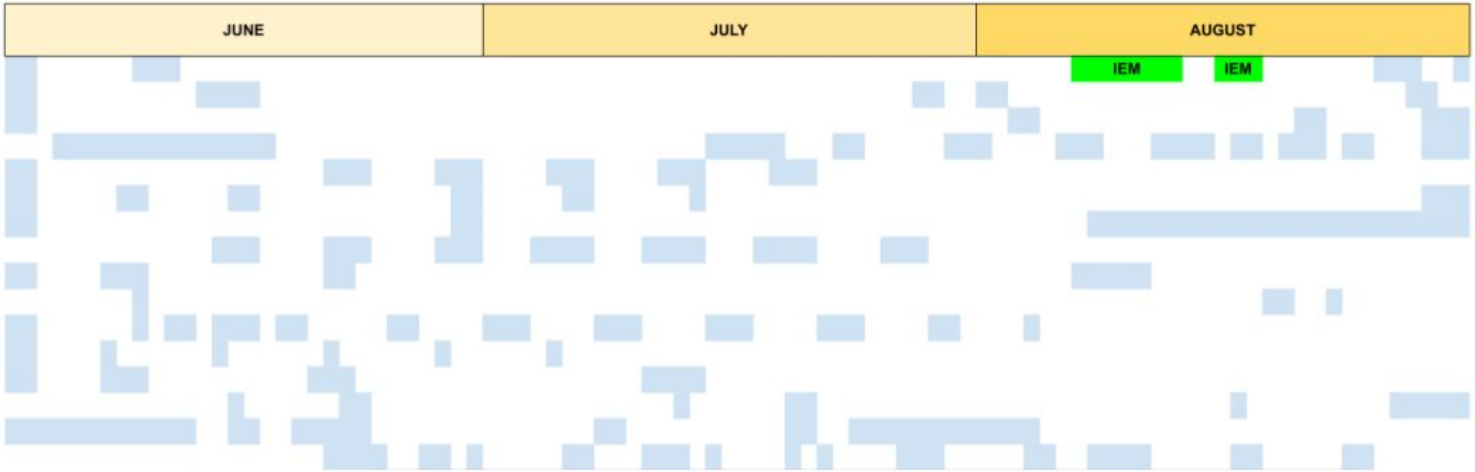
AVERAGE SUMMER SCHEDULE



IEM COLOGNE

- 7 day offline group stage with 2 main production lines
- 3 day offline playoff stage in the Lanxess
- 12 hour+ broadcast days
- 13 unique transmission feeds
- 45+ takers, platforms and partners
- 17+ languages
- 1 million+ concurrent viewership peak

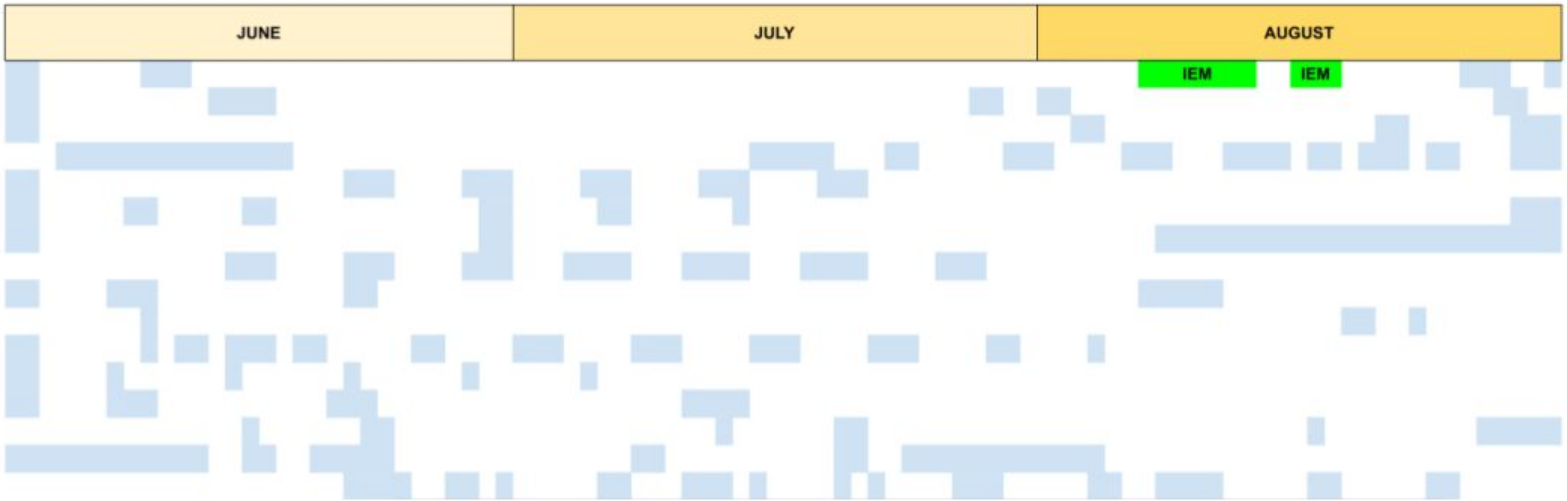
AVERAGE SUMMER SCHEDULE



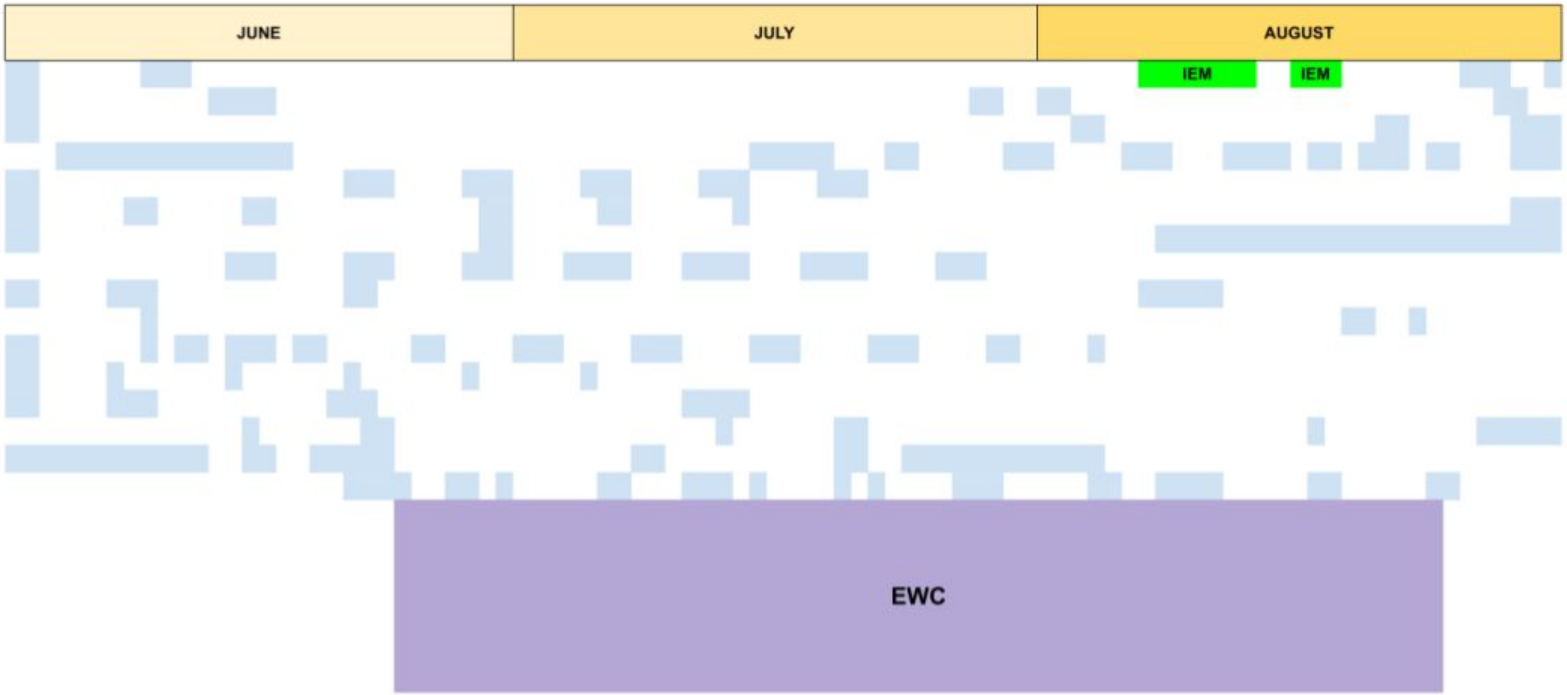
ESPORTS WORLD CUP

- 22 major tournamets featuring the worlds greatest esports titles
- $60 million total prize pool
- 9 weeks of continuous live coverage
- 3 main stage productions simultaneously
- Multiple concurrent secondary stage productions
- 25+ production languages
- 50+ meda partners, platforms and takers
- The largest esports event in history

2024 SUMMER SCHEDULE



2024 SUMMER SCHEDULE



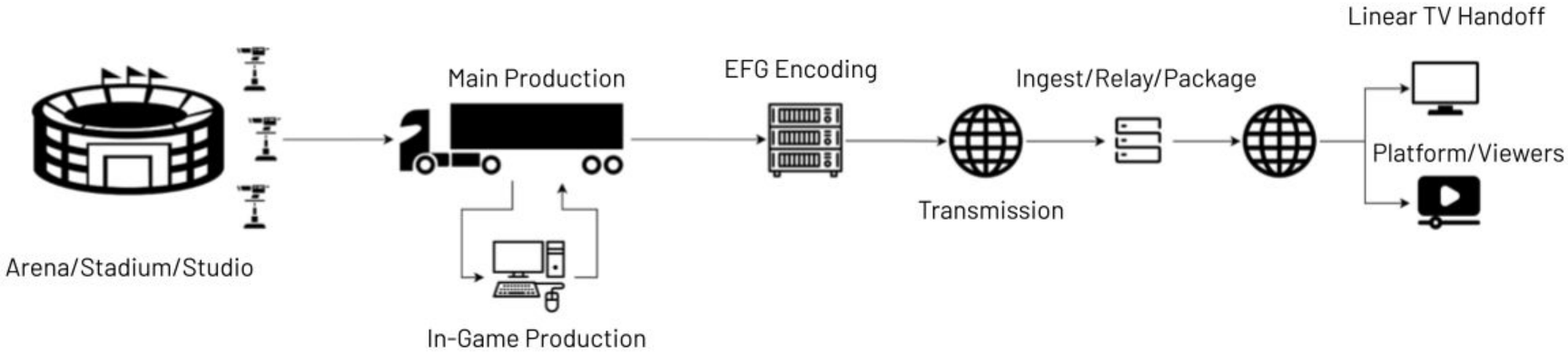
NEW STREAMING MODEL FOR 2018

- Event schedule grows rapidly
- More concurrent major events per year
- Schedule and locations are unpredictable
- Every event needs onsite equipment
- Every event needs onsite streaming engineers
- Extreme quality demands

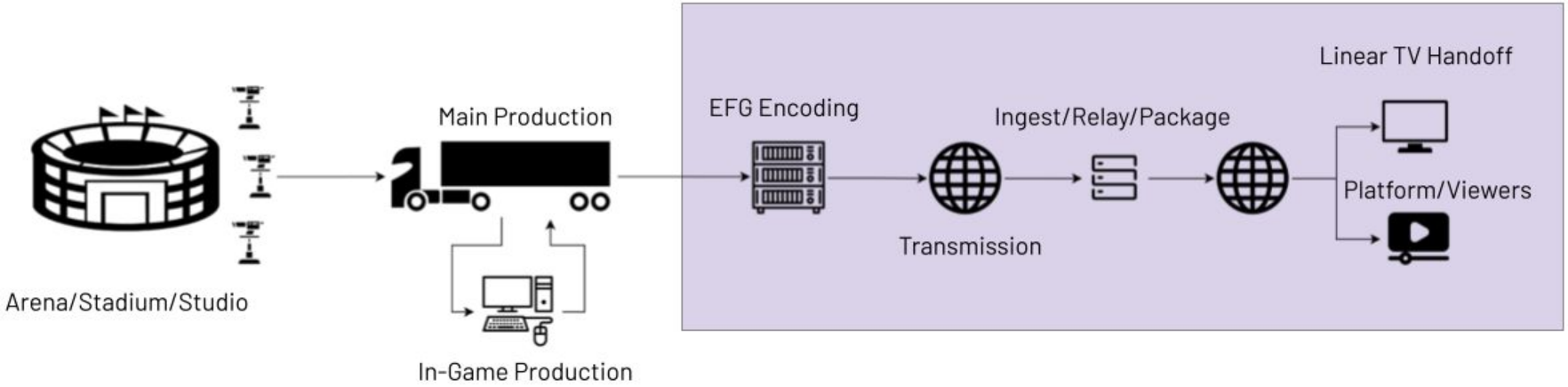
- Infrastructure does not support remote production
- Need for low bitrate, onsite distribution workflow

- Must be broadcast reliability
- Must be highest level esports quality
- Must be cost effective and scalable

ESPORTS BROADCAST WORKFLOW

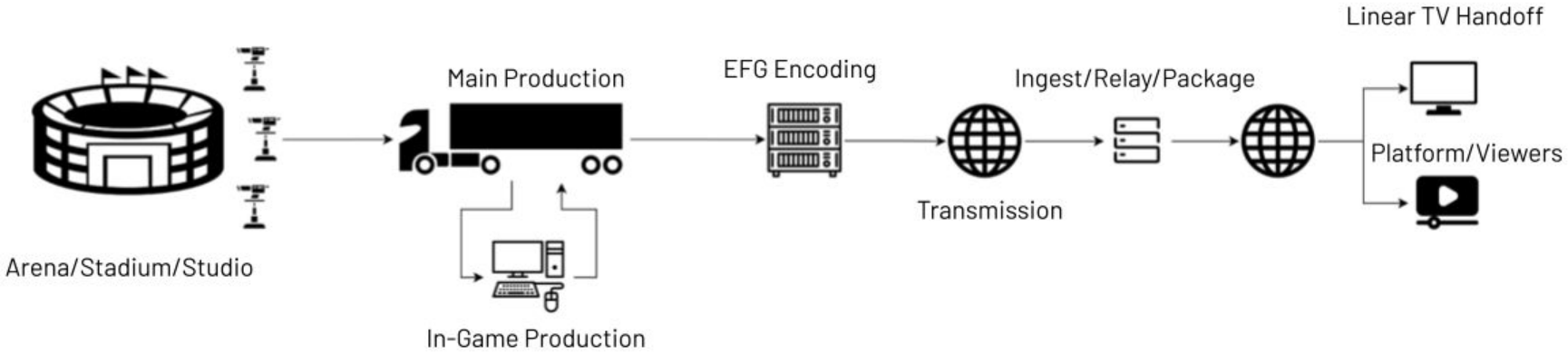


ESPORTS BROADCAST WORKFLOW

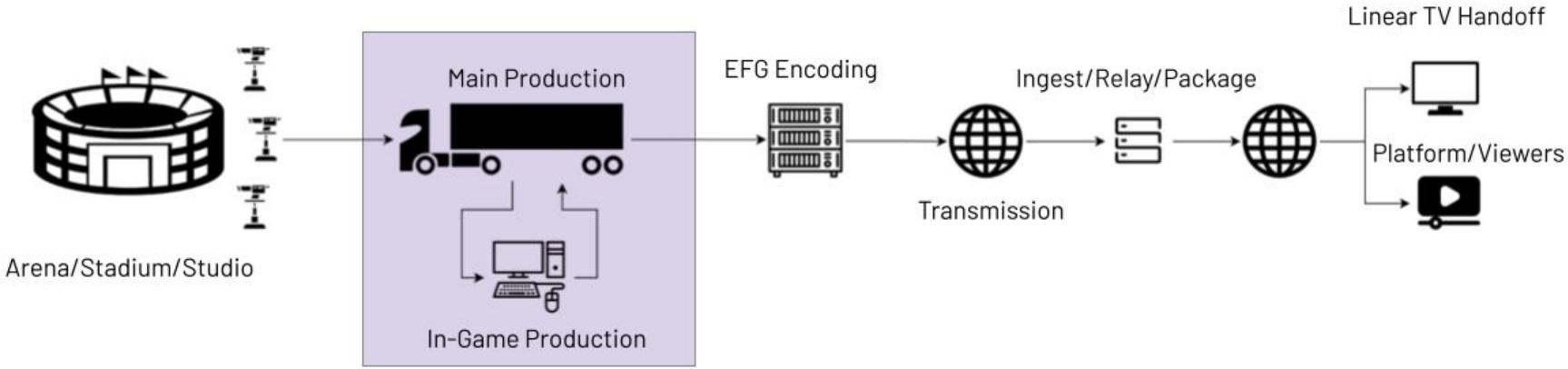


HARDWARE, EQUIPMENT AND ENCODING

ESPORTS BROADCAST WORKFLOW



ESPORTS BROADCAST WORKFLOW



ESPORTS IN-GAME

- This is the virtual playing field
- Players compete together on a single game server
- Gameplay rendered in real time

- Observing is the process of capturing competitive gameplay
- Standalone production line
- Observers are the game experts directing in-game production

- In-game is where the story of the match is told
- Observing is creative and technical

ESPORTS IN-GAME

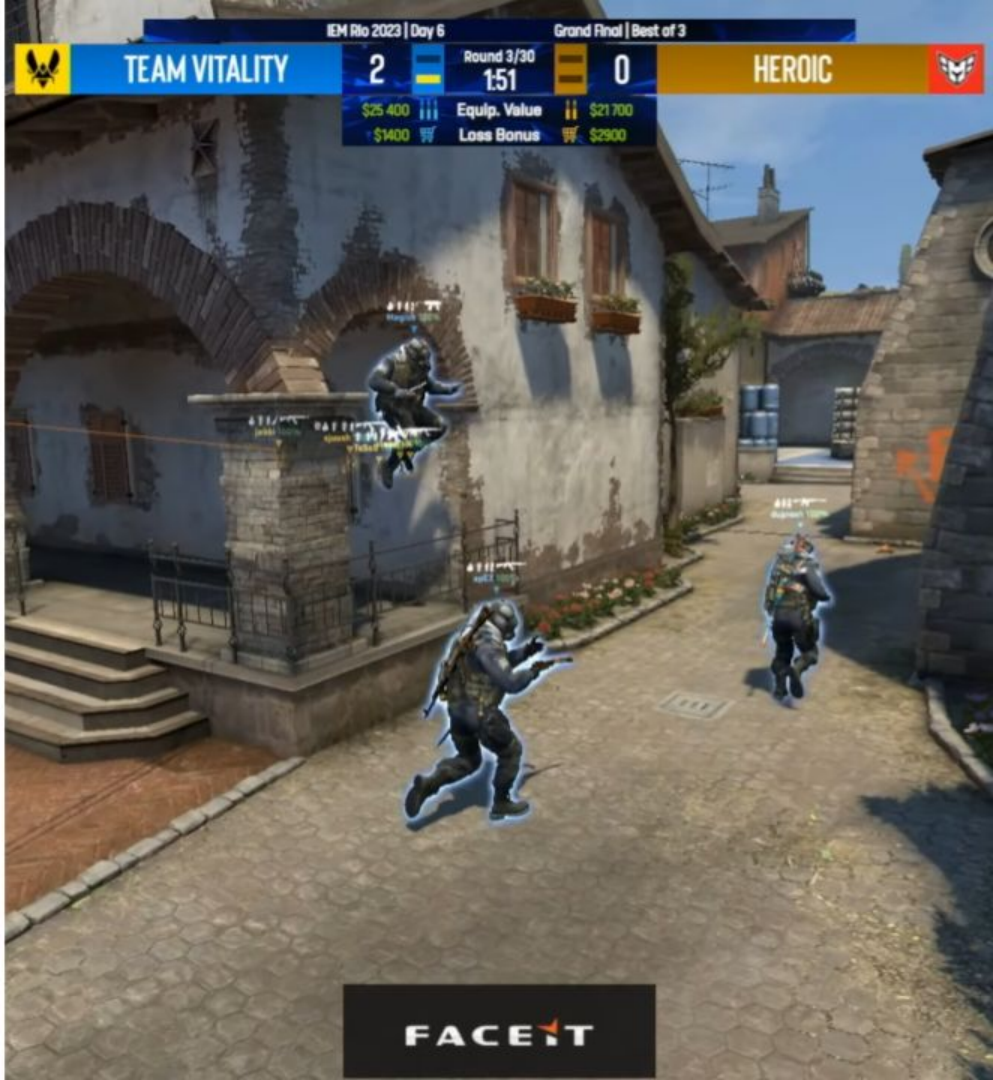
Cinematic, overview and action cameras

First person player POV, third person overview, game HUD, live stats, GFX, player cameras, PiP

Replays, slow motion, reaction shots, stage production cameras, crowd shots, splits

ENCODING FOR IN-GAME

- High expectations for perceived visual quality and detail
- Smooth, consistent frame rate
- Viewers want an approximation of playing the game themselves at home
- 1080p60 is the current bar
- 1080p60 is the current minimum
- Different games have different encoding challenges and demands
- High motion, rapid movement, refresh rate, first person, third person, lighting, effects, textures, image complexity
- Contrast between live cameras and computer graphics



“ENCODING RACK” FLEET

- Custom built, self-contained streaming racks
- COTS hardware and software
- Low cost onsite scaling

- All encoding and 1st-gen renditions created onsite
- Power hungry CPU and GPU encoding
- Renditions can be tuned and use-case specific

- Fully remote operations - network, power, monitoring, video routing, cross conversion

- Most major events require only a single rack to meet deliverables (1+1 for full redundancy)
- Low maintenance - racks stay on the road for years, or can be permanently exported
- Future proof and upcycling - original 2018 racks are still in service today

INFRASTRUCTURE

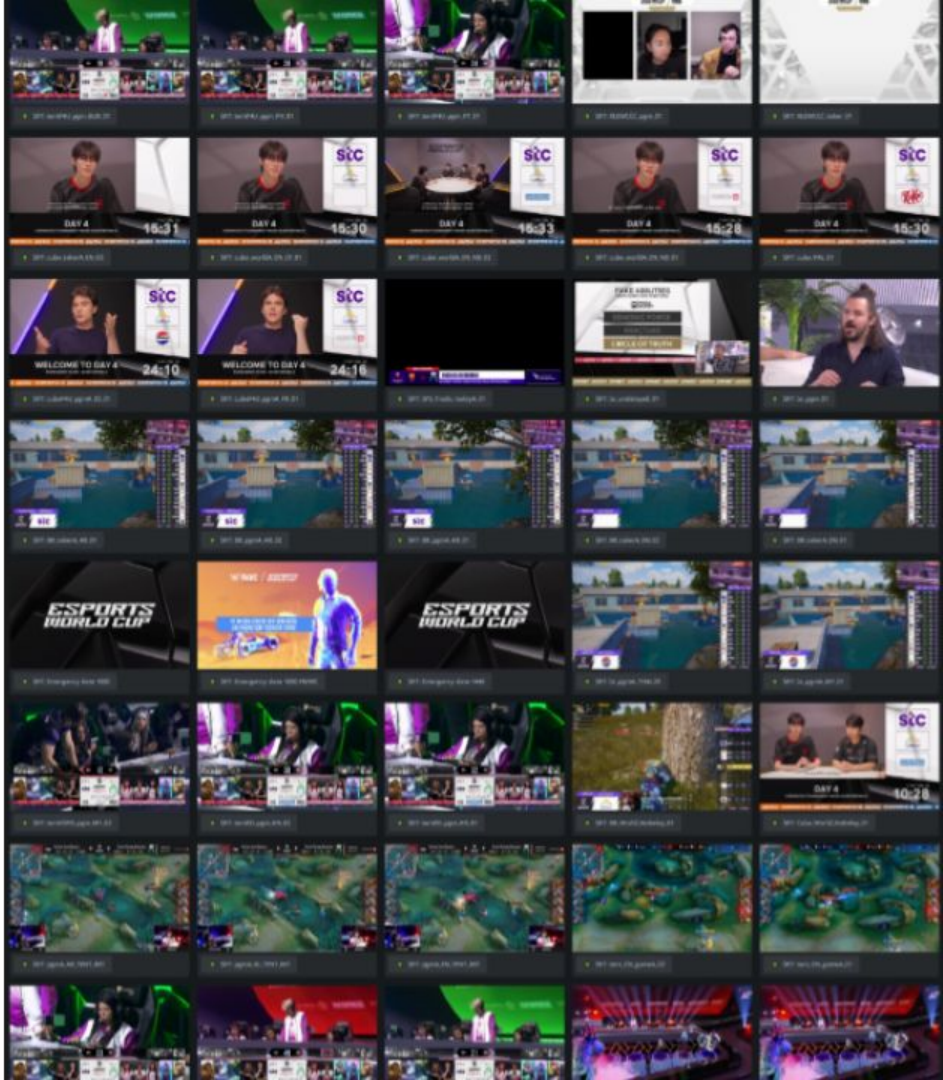
TRANSPORT, SCALING, FLEXIBILITY

- Part managed-tools, running on public cloud
- Part self-hosted, running on public cloud
- Open source and in-house tools
- No managed services
- No major fixed infrastructure

- All transport over public internet
- SRT is critical BUT not mandatory
- Open ecosystem - EFG hardware not mandatory

- Dynamic and unplanned scaling for peaks
- Predicatable cost control
- Spend more when quiet, but save big when peaking

- Global ingest, routing, failover, multiview, time-delay, transcoding, remapping, packaging
- Fully operated and controlled in browser



REMOTE OPERATIONS

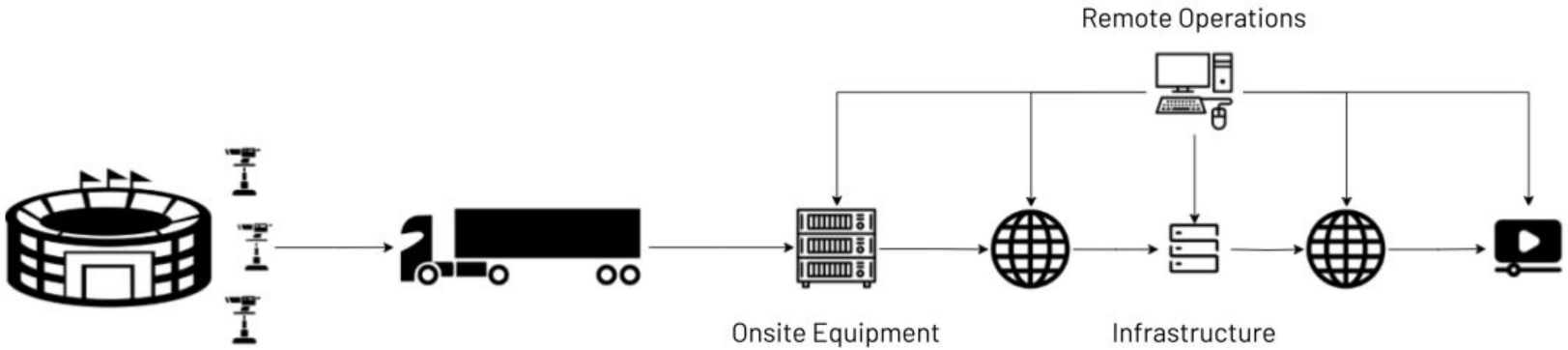
WORKING FROM HOME

- Less high skilled engineers needed per day
- Events can scale without direct staff scaling
- No time lost to travel or recovery
- Engineers can enjoy better work/life flexibility
- Engineers can gain experience faster
- All events benefit from team experience

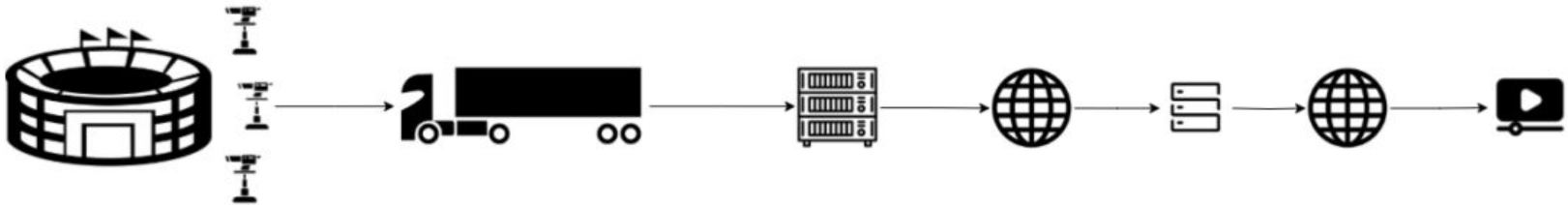
- Freelance operators can push buttons from home, while engineers focus on higher level operations and troubleshooting

- No compromise on service levels
- Full monitoring and control of all aspects
- Control traffic always separated from broadcast traffic

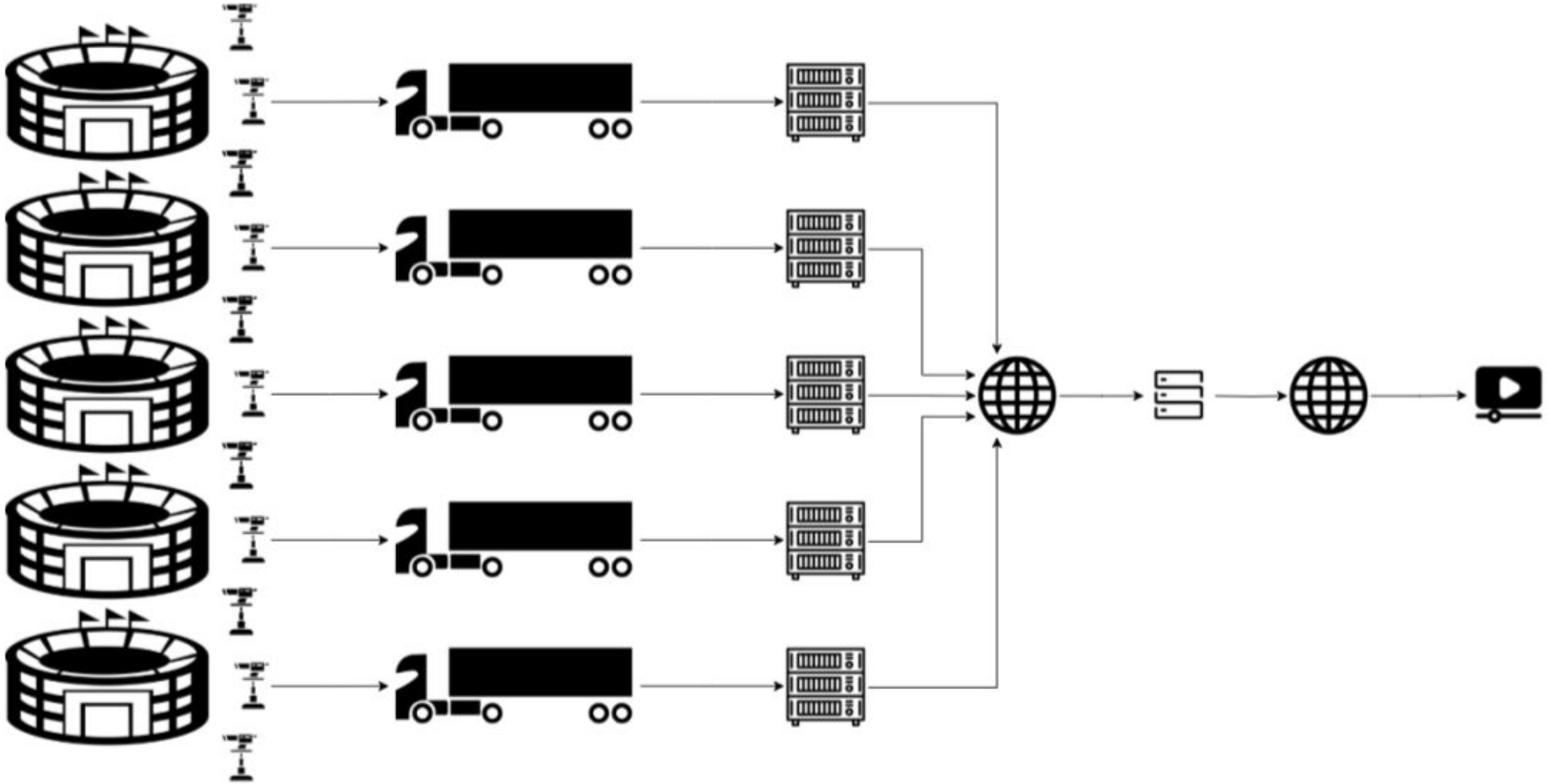
ESPORTS BROADCAST



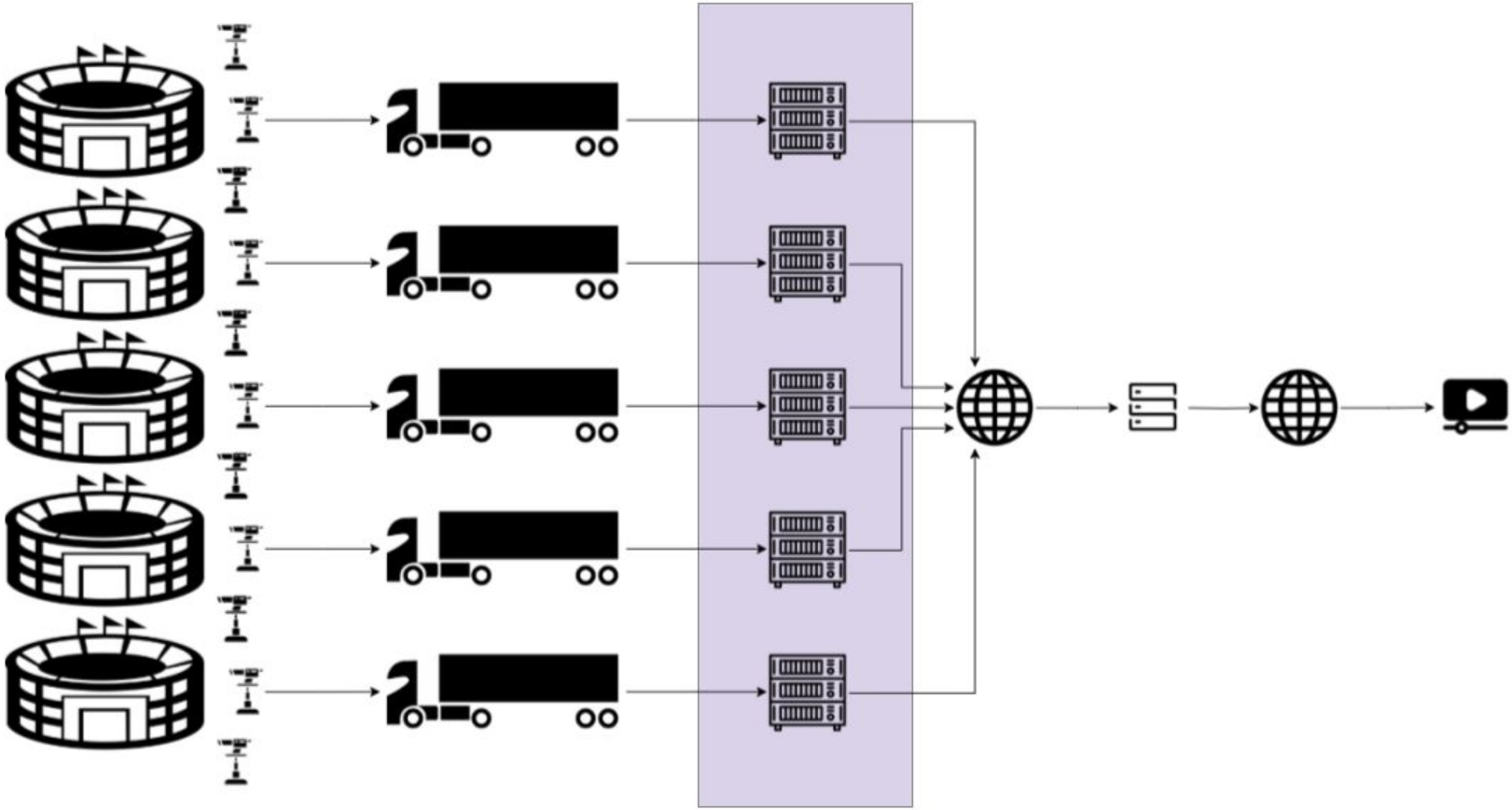
ESPORTS BROADCAST



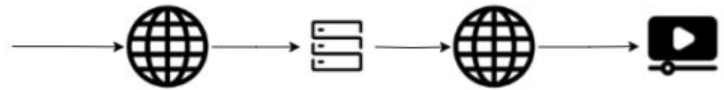
ESPORTS BROADCAST



ESPORTS BROADCAST



ESPORTS BROADCAST

Mystery and the unknown 

SUMMER 2024 SUMMARY

- 58+ overlapping global productions
- 10 different countries
- 62 consecutive days
- 250+ peak incoming sources
- 70+ takers, platforms and partners
- 29+ languages

- 6 new racks built and 12 upgraded in 2 months
- 10 racks deployed for EWC
- 8 racks deployed elsewhere globally

- 10 full time employees
- <20 freelance operators

- On budget
- On time
- No major downtime or outages

WHAT COMES NEXT

- Remote operations are here to stay
- Cloud is here to stay
- On-prem still has a part to play

- Onsite equipment is still the biggest footprint in current operations
- Building, storage, maintance and shipping are no longer bottlenecks, but they are costs

- Remote production becoming viable from a quality and cost perspective on lower cost and temporary infrastructure

THANK YOU