

Telstra Broadcast Services

Broadcast Delivery in Asia

Delivering your media to,
from and across Asia

TELSTRA 

Asia is the largest and fastest growing market for media, and global content creators are taking advantage of this demand and expanding their geographic footprint into the region. Through our network reach, points of presence and alliances, Telstra Broadcast Services can fast track your content to Asia. From owning a network that serves up to 30 per cent of Asia's internet traffic, to being the first international company licensed to provide connectivity and network services in mainland China through our PBS joint venture, to creating the telkomtelstra JV in Indonesia, Telstra has decades of experience helping customers thrive in Asia.

60% of the world lives in Asia – and Telstra can help you reach Asian audiences

- In a fast-paced media environment, Telstra can help give you a competitive edge. You'll be better informed with access to greatly enhanced automated monitoring and reporting on service delivery, in near real time. We have 40 operating antennas at teleports in Hong Kong, Perth and Sydney and a 24/7 Broadcast Operations Centre connected to master control rooms in Asia, Europe and North America - so you can be confident that your content is reaching your audience with the best viewing experience.
- Telstra's fully managed and secure end-to-end network infrastructure and services is designed to help increase productivity and cost efficiencies. Our core subsea network is over 400,000 km with 58 Data Centres and licenses in Asia, Europe and the Americas, with access to over 2,000 Points of Presence (PoPs) in more than 200 countries and territories globally. We have access to the most intra-Asia lit capacity, making our network one of the largest in the region. We also have access to multiple cable landing stations, including in India, China, Hong Kong, Japan, the Philippines and South Korea.
- Globally we offer deep knowledge and experience across all aspects of media delivery, providing specialised services for top broadcasters and content creators. Our experts are in-country in key markets globally. We have feet on the ground in the places you need them, with nearly 200 staff in China, and 150 team members in India.
- Major sports events in Asia are on the rise and many have already been delivered and broadcast through our trusted networks.

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

✉ telstrabroadcastbookings@team.telstra.com
☎ +61 2 8258 7900 🌐 telstra.com/broadcastservices

Solutions to help you thrive in Asian markets

Global Media Networks

Deliver high quality content to your audience and new markets around the globe through a host of purpose-built fast, highly reliable, efficient and permanent or ad-hoc connectivity solutions. The Telstra Global Media Network (GMN) is a media contribution solution for live, linear and file based video content across fibre and satellite.

Media Management/ Online Video/Media Logistics

The flexible and configurable Ooyala Flex media logistics platform provides control of end-to-end asset and metadata management, workflow orchestration and operational insights; transforming video

content operations to help reduce the cost and complexity that comes with creating, managing and distributing content.

Manage, deliver and monetise content to viewers across web, mobile and smart TV channels with our Online Video solutions. And maximise the insight, value and revenue you can gain from managing and measuring your content, with the help of data analytics on viewing behaviours.

Media Cloud

Access the rich features and global scalability of world-leading cloud services partners combined with Telstra Private Network connectivity – a family of fully-managed services that assist to make it

easy to build reliable, broadcast-quality video workflows in the Cloud. Telstra Media Cloud services helps allow you to easily access broadcast quality media services and reduces the time, effort and expense that are typically required to run specialized video equipment in a traditional data centre. These on-demand, elastic services help you innovate faster and respond quickly to changes in your business. Not only maximizing flexibility but also helping to reduce your total cost of ownership.

Leverage Telstra Broadcast Services extensive reach today

Telstra's network is ranked

 highest in low latency and high capacity

use cases for Gartner's Critical Capabilities for Network Services, Asia/Pacific 2015 - 2017

Access to

26 submarine cable systems,

creating one of the largest subsea cable networks in the Asia-Pacific



4 world class satellite teleports in the Asia-Pacific region





Broadcast Master Control Room in Hong Kong



Broadcast Operations Centre in Australia

as well as our Master Control Room in Asia, North America and EMEA.

Global GMN PoPs, specifically those in Asia

-  14 PoPs globally in 5 continents
-  PoPs in Asia located in South Korea, Japan, Singapore, Malaysia, China, Hong Kong and Taiwan



Three thousand

Telstra employees across Asia

The Telstra Broadcast Services advantage

Telstra has decades of experience helping our customers connect in Asia. We bring innovative technology, capability and talent from around the world to enable our customers to thrive in a connected

world, particularly in the rapidly-growing markets of 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, satellite services, and 24/7 bookings, operations and engineering support.