BlackStar Group

Powering up gameplay with dedicated internet and streaming solutions for an esports technology leader

BlackStar Group

blackstar.gg

- Founded in 2011 to serve the gaming industry and tournament organizers hosting esports events
- Provides technical event production services for clients by building fast, robust networks and delivering expert on-site support with encoding, live streaming transportation and other technical needs
- Delivers best-in-class technology to the esports industry and provides services for music festivals, trade shows and conferences, debates and lectures, and experiential marketing

Challenges

- Delivering best-in-class Network-as-a-Service to PC gaming and LAN clients while reducing costs
- Ensuring rapid setup of fast, dedicated internet for seamless connectivity at esports events
- Upgrading and replacing data centers to reduce latency

Solutions

- Lumen® Dedicated Internet Access helps BlackStar deliver low latency/loss streams, globally distributed
- The high-availability, low-latency infrastructure of Lumen Data Centers helps keep clients connected at events
- A dedicated team of Lumen experts helps to ensure quick response time for turnkey event installations

Results

- BlackStar enhanced their competitive edge with improved agility and response time
- High-speed, dedicated bandwidth at events to meet client needs in a cost-effective manner
- Enhanced connectivity by transitioning to Lumen Data Center

" As a leader in network and security in the esports industry, BlackStar looks to set the bar high for technology services. We have esports teams that are amazed at the milliseconds of latency they experienced to access game servers and that competitive advantage. We know that we can rely on Lumen to be an active partner in making those things happen."

— Adam Flynn
Chief Marketing Officer
BlackStar Group

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Challenge

Setting the bar for best-in-class technology in the esports event industry

BlackStar's mission is to deliver high-performance, professional scale technology to the esports event industry. BlackStar needed an agile technology partner with high-touch service and a reliable product portfolio to gain a competitive edge.

With strict, on-demand network requirements from customers being core to BlackStar's value proposition, choosing a highly-vetted, tier one provider with this capability was business critical.

Solution

Leveling up with dedicated technology and hands-on service

BlackStar implemented Lumen Dedicated Internet Access (DIA) to deliver secure, low-loss streams and gameplay support at a global distribution level. With ≤100 Gbps connectivity with speeds starting at 10 Mbps on the #1 peered global network,[1] Lumen DIA enables secure, high-speed internet access to BlackStar during client events.

"BlackStar works closely with Lumen to provide unmatched network reliability and resilience for transportation, broadcasts and connectivity when it matters most," said Chris Hendrie, CEO of BlackStar Group.

Lumen Data Centers deliver reliable connection to BlackStar clients virtually anywhere with a high-availability, low-latency network.

"Working with a tier one provider like Lumen is absolutely essential in getting the competitive advantage in esports," said Adam Flynn, CMO of BlackStar.

The Lumen team helps to maximize efficiency for BlackStar clients with on-site technical support at event installations leading to shorter turnaround times and reduced costs.

Results and Future Plans

Becoming an industry powerhouse by helping clients win

Partnering with Lumen helped BlackStar improve efficiency and customer experience, as well as decrease costs for clients.

Lumen played a critical role in supporting BlackStar's success at the 2023 Halo Championship Series. "I have some good news from the Halo Championship Series. The exclusive building provider is Smart City and we had a problem with one of their ISP circuits. They switched us over to a Lumen circuit which is performing a lot better," said Hendrie. "We have a hard requirement from our clients to manage all the ISP circuits and Smart City's failover from circuit to circuit takes 60 seconds. At our rack, it takes 300 milliseconds. We built everything to prioritize both gameplay and video, which means every packet lost affects the video and affects the gameplay, so that failover has to be as fast as possible. We got direct Lumen IP space and direct access to a 1 Gig circuit in the building this morning, immediate turn around."

BlackStar plans to extend their partnership with Lumen through new service offerings.

"BlackStar is thrilled to hear about the Network-as-a-Service offering from Lumen. NaaS has the potential to empower BlackStar to better serve our live event clients with expanded options and flexibility for the expected speed, low latency bandwidth and quality service for which we're known," said Hendrie.

[1]Center for Applied Internet Data Analysis (CAIDA), AS Rank, February 2024.

Lumen® Solution Set

- Lumen® Dedicated Internet Access
- Lumen Data Centers

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