

**axians**

# **Technology and innovation in support of the e-sport market**

**An AXIANS Italia & Extreme  
Networks project for  
ProGaming Italia**



**VINCI**   
ENERGIES

## The effect of the pandemic on digital entertainment products

As a result of the ongoing global health emergency, the last two years has seen an increase in time spent enjoying **(digital) entertainment products**.

The world of e-sports has seen its fair share in this increase.

But let's start from the beginning.

### What are e-sports?

The term **e-sports** refers to professional competition using video games. The letter "e" stands for electronic, and the players are real athletes.

**E-sports tournaments and championships**, which are held in Italy and all over the world, have been feeding a **growing market for several years**.

## Some data

The pandemic has enticed new users to explore the world of e-sports.

According to [the sixth edition of Deloitte's report "Let's Play! - The European eSports market"](#), published in collaboration with **ISFE ESport** – a division of the Interactive Software Federation of Europe – 54% of the current Italian e-sports audience (against 51% of the European audience) said they had watched content of this type for the first time during the first lockdown.

Globally, there has also been **significant growth in female audiences**.

Among viewers of e-sports content, Italians stand out for their consistency: **27%** enjoy this content at least once a week. They are mostly people under the age of 40 with a high level of university study (**76%**) and a job (**81%**). In addition, 1 in 5 Italian e-sports spectators show their loyalty to a specific e-sports team by paying for their membership (club membership, subscription, access to premium content).

## ProGaming Italia: the collaboration between Axians Italia and Extreme Networks

ProGaming Italia is the leading agency in the organization of gaming and e-sports events held in Italian, Swiss and Austrian territories.

The need to manage different streams (data, audio, video and real-time remote control) with large bandwidth – most of which have a very low latency – was the main technological need of ProGaming Italia.

This is why ProGaming Italia chose to rely on us.

Working alongside Extreme Networks, we deployed a high-performance cloud-based network at ProGaming Italia's headquarters in Bolzano, to support the company's explosive growth in the dynamic gaming and e-sports environment.



## Results obtained

The project has had a very positive response thanks to the tangible results that have been achieved:

### Improved efficiency

- Easy network installation and configuration
- Scalability and reliability of network infrastructure to support the growing demands of video production facilities
- High level of service to users thanks to the large number of tools for network management and control provided by the ExtremeCloud IQ portal

### Better user experience

- 100% availability of all services that depend on the network infrastructure
- No downtime due to significant increase in network reliability
- Improvement in workflows and inter-operability between all team members and external collaborators

### Better E-sports Experience

- Contribution to proGaming's explosive growth in the e-sports market thanks to a new multimedia studio which provides the best image resolution of **4K60**, which is the highest quality currently available for real-time video.

*“We live and breathe gaming every day, so we know how important it is to be able to create the best experiences on the market. Thanks to the network specialists of Axians Italia who have developed an efficient and scalable solution, we have managed to achieve high-performance connectivity at the sharp end of a highly technological sector, all by managing a large amount of data. All this implementation was possible thanks to Extreme Networks’ solutions that simplified the setup and configuration of the network and allowed us to manage the infrastructure. Today we are even more confident of maintaining the excellent quality of service for which we are known».*

**Michael Schwienbacher, IT Director of ProGaming Italia**

*“Extreme has a solid track record in the e-sports industry, where its broad portfolio of solutions has already helped improve network reliability and gaming experience for many companies, as well as today helping ProGaming Italia strengthen its role as a leader in e-sports in Italy. The network is at the heart of the best gaming performance, and a fast and stable connection can make the difference between winning or losing.”*

**Vincenzo Lalli, Country Manager Italy of Extreme Networks**

*“Extreme Networks’ cloud-based solutions have not only simplified network deployment and configuration but are easily scalable and offer advanced management features. Together, these factors allow us to maintain the best level of service, so that all ProGaming workflows remain stable and efficient.”*

**Marco Cavallarin, Pre-Sales System Engineer Team Manager at Axians Italia**

The best  
of ICT with  
a human  
touch

Always by your side,  
with the best IT solutions,  
to build a better future with you.

**axians**

Want to know more?  
Discover our SOLUTIONS for companies on  
[www.axians.it](http://www.axians.it)