

Gaijin Entertainment

Ensuring gamer loyalty with a scalable, high-performance content delivery network

Major European online game developer and publisher

Gaijin Entertainment is an independent European video game developer and publisher, specializing in the development of computer games and related technologies. Established in 2002, it has offices in Russia, Germany, Cyprus, Hungary and Latvia.

Gaijin produces games for PC, PlayStation 4, Xbox One, Nintendo Switch, iOS, Mac OS, Linux and Android platforms, and its most popular games include War Thunder, Star Conflict, Crossout and Cuisine Royale.

Coping with unpredictable network costs and traffic demands

Gaijin's four most popular games currently have more than 40 million players worldwide. These massively multiplayer online games (MMOs) feature major updates every two to three months, which bring new content to the games, such as new vehicles, textures and maps. These updates can each be between 2GB and 5GB and, when they are released, they are downloaded by huge numbers of players simultaneously.

"From a content delivery perspective, this is a huge challenge, because demand for content is unpredictable and can peak dramatically," said Gleb Yalchik, Chief Technical Officer at Gaijin Entertainment.

Outages or poor performance can mean losing customers, or can discourage new players from trying the game.



"Problems with content delivery can affect player loyalty, as users expect to access new features as soon as they're available."

**- Gleb Yalchik, Chief Technical Officer,
Gaijin Entertainment**

Gaijin also wanted to reduce the costs of content distribution and find a billing model with more predictable costs that would make it easier to cope with unpredictable demand.

To tackle these challenges, Gaijin decided to move to a multi-CDN model that would provide reliable, high-quality global content distribution without depending on third-party providers, and with greater commercial flexibility.

Seamless global content delivery

CenturyLink® Content Delivery Network provides Gaijin with seamless, secure content delivery around the world thanks to its global footprint. It is highly and rapidly scalable to cope with unexpected peaks in demand. Because of its high quality and reliable performance, CenturyLink quickly became the main provider, carrying more than half of Gaijin's traffic.

A better gaming experience for users

Gaijin is now much better positioned to deal with the huge demands of gaming updates, as its network is far more scalable and reliable, and the risk of outages is very low. The commercial terms that CenturyLink has provided have also made it easier for Gaijin to manage its costs and making billing (which is on an annual rather than a monthly basis) much more predictable.

Gaijin also receives a high level of customer service from CenturyLink. "We can be sure that any urgent request will quickly be responded to and worked out," said Yalchik. "That helps us to deliver excellent service to our players all over the world. War Thunder, Crossout, Cuisine Royale and Star Conflict fans can be sure they'll have the best gaming experience at any time and in any part of the globe."

"Gaijin Entertainment is currently working on new games. One of those is a highly anticipated WWII squad-based shooter, Enlisted," said Yalchik. "It is also planned to be a massive multiplayer online title with regular content updates, and we'll be happy to collaborate with CenturyLink to quickly deliver the new content to Gaijin's constantly growing community."

About Gaijin Entertainment

Gaijin Entertainment is the developer and publisher of the online games War Thunder, Crossout, Cuisine Royale and Star Conflict as well as PC, Mac, Linux, PS4, PS3, Nintendo Switch, Xbox One, Xbox 360, iOS and Android titles across several genres. The company's diverse portfolio has received a range of mass media and game industry awards such as Gamescom Award and many more. Official website: gaijinent.com

