

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



The customer:

Major European online game developer and publisher

Gaijin Entertainment is the independent European video game developer and publisher, specialising 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, PlayStation 5, Xbox One, Xbox Series X|S, Nintendo Switch, iOS, Mac OS, Linux and Android platforms, and its most popular games include War Thunder, Star Conflict, Crossout and Cuisine Royale.

The challenge:

Coping with unpredictable network costs and traffic demands

Gaijin's four most popular games - War Thunder, Crossout, Star Conflict and Cuisine Royale - currently have more than 40 million players worldwide. These massively multiplayer online games (MMOs) feature major updates every 2-3 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," says Gleb Yalchik, Chief Technical Officer at Gaijin Entertainment (Cont'd.)

“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



The challenge:

Coping with unpredictable network costs and traffic demands (Cont'd.)

Outages or poor performance can mean losing customers, which have required significant investment to acquire, or can discourage new players from trying the game. 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.

The solution:

Seamless global content delivery

Lumen's Content Delivery Network (CDN) 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, Lumen quickly became the main provider, carrying more than half of Gaijin's traffic.

The benefits:

A better gaming experience for users

Gaijin is now much better placed 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 Lumen has provided have also made it easier for Gaijin to manage its costs and makes billing (which is on an annual rather than a monthly basis) much more predictable.

Gaijin also receives a high level of customer service from Lumen. "We can be sure that any urgent request will quickly be responded to and worked out," says Gleb. "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 as well. One of those is a highly anticipated WWII squad-based shooter, Enlisted. It is also planned to be a massive multiplayer online title with regular content updates, and we'll be happy to collaborate with Lumen 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 including such as Gamescom Award and many more. Official website: <http://gaijinent.com>



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