

SUNSHINE COAST INTERNATIONAL BROADBAND SUBMARINE CABLE CASE STUDY



CREATIVE AND KNOWLEDGE INDUSTRIES

The Sunshine Coast is rapidly growing a reputation for digital innovation and has been recognised as one of the world's Top7 Intelligent Communities in 2019, a Smart21 Intelligent Community five out of the past six years and 'Australia's entrepreneurship capital' by leading demographer Bernard Salt.

From 2020, the region will deliver the fastest telecommunications connection to Asia from Australia's east coast and the second fastest to the United States. With future-proof capacity, the international submarine cable will increase data transmission speed, provide diversity, reduce risk and lead to reduced international communication costs for business and consumers.

Connecting to the 9700km Japan-Guam-Australia fibre optic cable, the 550km Sunshine Coast branch will have an initial design capacity of 18 tbps to Guam and 24 tbps to Sydney. In addition, the other segments of the international network can cater for future increases in capacity on the Sunshine Coast branch (e.g. the SxS cable from Guam to California has an initial design capacity of 95 tbps).

Key creative industries expected to benefit from the business opportunities of the new submarine cable are e-sports, game design and development, screen media, and music.



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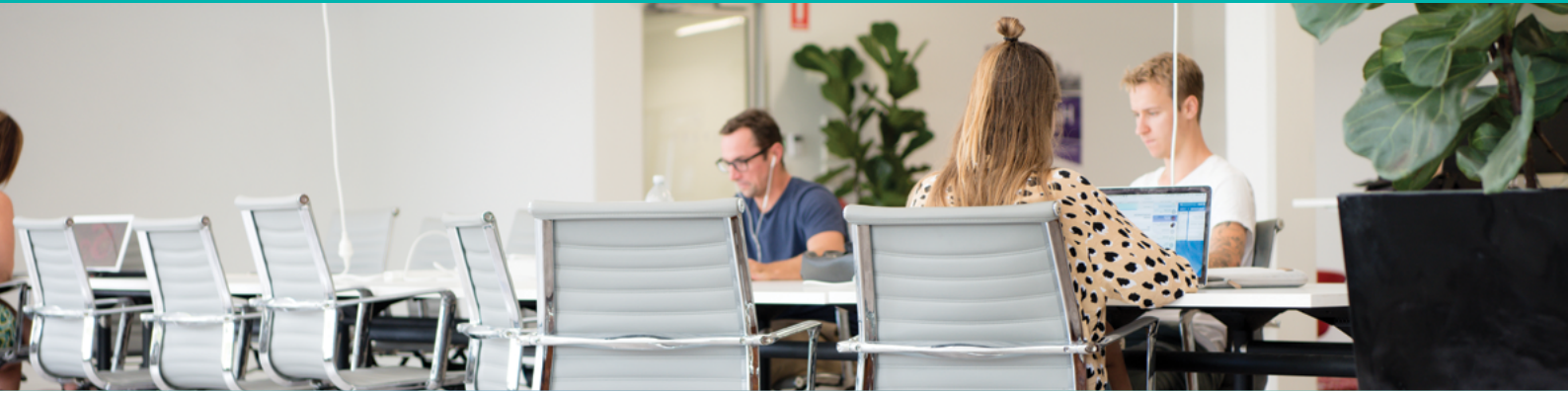
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All these creative endeavours involve large-scale data demands and, more importantly, their success is defined by the ability to communicate, share content, and work in globally dispersed teams faster than anywhere else in the country.

Having faster and more reliable internet connections to Asia and the US provides considerable advantage for the creative industries, both nationally and internationally. E-sports alone is USD \$1 billion a year industry, while games generate USD \$137 billion annually, and the global media and entertainment industries generate more than USD \$1.9 trillion per year. These industries increasingly rely on international networks of production and distribution facilitated by high-speed internet.

Creative digital media businesses such as video, film, TV content producers and editors also rely on fast connectivity to shuffle large digital video files back and forth to other regions in Australia, or the world. Similarly, animators, 3D modellers and interactive designers (e.g. virtual reality, augmented reality) who work on large client files would also benefit substantially from the opportunities available through the Sunshine Coast International Broadband Submarine Cable.

Sunshine Coast Council is the first local government in Australia to invest in an international submarine cable which will connect to the new Gigabit Maroochydore city centre and provide Queensland's first direct international data and telecommunications connection to global systems.

That means businesses on the Sunshine Coast have the capacity and speed to connect to billions of people through the direct cable paths to Hong Kong, Japan and Los Angeles, truly connecting the region to the world.

“We expect to see the Sunshine Coast become a global hub for advances in creative industries as a result of the new submarine cable, which will undoubtedly attract game developers, film producers, music producers, and new media production facilities. We will not only have a world-famous environmental backdrop, with a lifestyle to match, we will also have a new technical advantage unequalled anywhere else in the country for industries that are growing faster than any other sector and have minimal environmental impacts associated with their successful conduct.”

Professor Phil Graham, Head of School
School of Communication and
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University of the Sunshine Coast



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