

SUNSHINE COAST INTERNATIONAL BROADBAND SUBMARINE CABLE CASE STUDY



MAJOR EVENTS INDUSTRY

Sunshine Coast Council sponsors over 50 major events which bring more than 150,000 guests to the region to participate in and watch the Mooloolaba Triathlon, Ironman 70.3 Sunshine Coast, Caloundra Music Festival and Queensland Garden Expo among others, contributing more than A\$70 million to the regional economy.

Increased customer expectations of these event and entertainment experiences are expected to benefit greatly from high speed and low latency (lag) available through the Sunshine Coast International Broadband Submarine Cable.

Ultra-high definition live streaming and digital broadcasting of the region's major events have the potential to reach greater national and international audiences through high quality internet access, with the ability to run multiple camera angles and simultaneous streams to enhance viewers' experiences.

The Sunshine Coast also has a thriving business events and conference sector with 400 events in 2015/16, representing an annual growth of 7% and 9.5% in delegates.



IRONMAN 70.3 Sunshine Coast.
Image Credit: Jaimi Joy.

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Increasingly, business events and conferences are turning to streaming remotely located speakers and broadcasting to external audiences looking to reduce their costs and impact.

The Sunshine Coast International Broadband Submarine Cable can provide improved connectivity for quality public WiFi in crowded areas such as outdoor events, stadiums and conference centres, alleviating issues with capacity, interference and reliability (as outlined in the *Bureau of Communications and Arts Research working paper, Impacts of 5G on productivity and economic growth*, April 2018).

Social media access is now a major promotional opportunity for events which requires sufficient bandwidth to cope with the needs of large crowds sharing photos and videos. Additionally, projection screens and audio-visual installations at events are now highly interactive and depend heavily on reliable high-speed connections.

Faster and cheaper access to internet connections for data transfer, which is replacing the traditional outside broadcasting operations, could also significantly increase major networks broadcasting regional events.

The next wave of event operational support technology is currently being developed for event communications, CCTV cameras and digital signage. High quality two-way radio systems for major events in Australia now run on data cables and WiFi, instead of radio waves or signals. These ongoing developments of new technologies which require fast and reliable internet systems also present opportunities for regionally-based technology companies.

The Sunshine Coast International Broadband Submarine Cable will connect to the 9700km Japan-Guam-Australia fibre optic cable system linking to Guam, Hong Kong, Tokyo and Los Angeles. Compared to other destinations, the Sunshine Coast project is one of the few cables that will be able to reach into those big cities over one network.

Work is also underway to secure a data centre which will ensure the Sunshine Coast is a true Point of Presence for international and domestic digital connectivity with full consumer content peering and consumer and business cloud peering.

The region's natural assets, from coastal beaches to hinterland forests, coupled with improved infrastructure and connectivity will help position the Sunshine Coast for greater business and major events and improved user and visitor experiences



Sunshine Coast International Broadband Submarine Cable Landing Station

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