

Winning esports company NRG draws top gamers from around the world

Overview

- The Los Angeles esports company, NRG, wanted dependable, high-speed fiber connectivity to deliver optimal gaming performance for its elite players.
- NRG Spectrum Castle is designed to channel esports enthusiasm by creating a fiber-powered venue to host events remotely or in person.
- Connectivity also helps NRG reach its many fans and followers with livestreaming and video highlights.

Outcomes

- Fast, reliable connectivity is available throughout NRG Spectrum Castle using [Dedicated Fiber Internet](#).
- NRG teams compete and succeed at the upper levels of esports with high-powered internet connectivity supported by a 100% uptime SLA guarantee.¹
- Multiple gamers and livestreamers are able to participate online simultaneously utilizing high bandwidth.

Why it matters

- Excitement generated by the NRG success in esports tournaments has brought more fan enthusiasm and opportunities to stage special events.
- The ability to host events with high-speed connectivity for gamers and livestreamers gives NRG a further advantage in building their brand.
- Fiber internet connectivity is also important for producing and delivering esports videos to fans worldwide quickly and reliably.

Dedicated, high-speed fiber internet powers global competition and community

In downtown Los Angeles stands a building that brings together esports enthusiasts from around the world, both online and in-person. People come to NRG Spectrum Castle to enjoy big events, cheer on their favorite players and be part of a burgeoning community.

What makes it all possible is the unique vision and leadership of the people who run NRG.

They partner with Spectrum Business[®], sponsor and technology provider to college and high school esports programs for over a decade, to make NRG Spectrum Castle a recognized hub across the West Coast for championship-level competitions and awareness-raising events.

“Connectivity is super-critical to what we do,” says Andrew White, Creative Director, NRG. “It’s how we reach our audience, it’s how we connect with fans, it’s how we tell our stories.”

NRG leverages this connectivity to field some of the most competitive and recognized esports teams in the country.



Gamers at NRG Spectrum Castle enjoy the benefits of high-speed connectivity, whether playing in global matches or just competing with friends.

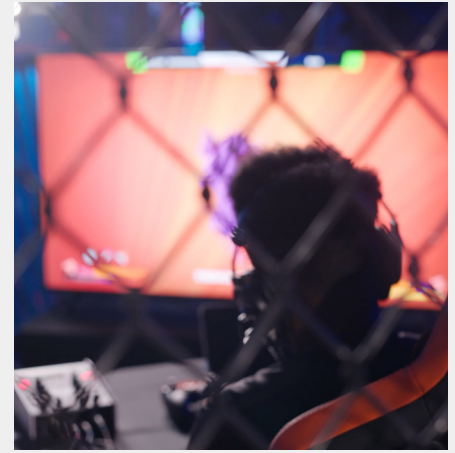
Customer profile

NRG

Company
NRG

Industry
Technology

Services
Dedicated Fiber Internet



The 20,000 square foot arena at NRG Spectrum Castle is designed to host a variety of activities, from gaming to livestreaming to just hanging out with friends and teammates.

Getting a competitive edge

For serious esports competitors, two things are critical to winning tournaments: advanced equipment and dedicated internet connectivity that keeps them in the game without disruptions.

“You can’t play at the top level if you aren’t able to achieve those top speeds,” explains Don Kim, Chief Executive Officer, NRG. “Having better ping to server and a more stable connection gives us a more competitive edge at the top of esports.”

Internet is also critical in other ways. Michael Sang, Chief Operating Officer, NRG sees it as central to expanding reach to a widespread network of gamers as well as fans.

“A lot of our team is remote,” Sang explains. “When we cannot be in the same city, Spectrum Business allows us to connect and work together. It also allows us to connect with our great fans across the internet. That’s the whole reason why esports and our company exist today.”

The growth of esports over the past two decades has been phenomenal.

Today, it has an estimated audience of some 650 million people worldwide. While the Asia-Pacific region leads other parts of the world in esports audience uptake, the current US esports market is estimated to be worth over \$1 billion, with that figure rising steadily each year.

For NRG Spectrum Castle, internet is delivered by the scalable, symmetrical connectivity of [Dedicated Fiber Internet](#), which includes a service-level agreement guaranteeing 100% uptime.

“We can’t operate or exist in the Castle without the support of Spectrum Business. When you look at our events and livestreaming that we have up and running, that only works when we have the power of Spectrum Business behind us.”

– Don Kim, Chief Executive Officer, NRG

Bringing gamers and fans together

NRG takes pride in its many winning teams and in the excitement generated at NRG Spectrum Castle. When a competition is in progress, the 20,000

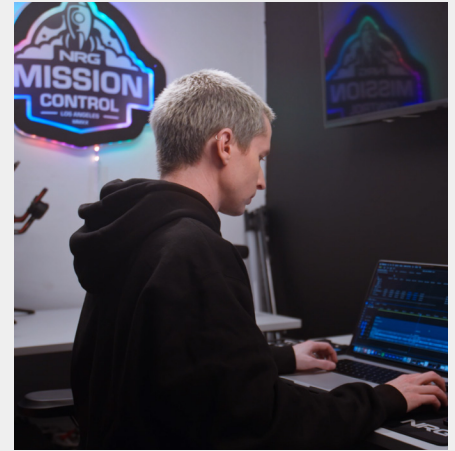
square foot arena is filled not only with players but also cheering fans and livestreamers who commentate on the gaming in progress. This, in turn, brings in more fans from global feeds.

“I don’t know of any other esports organization in the world that has a space as versatile as this,” Kim notes. “It brings a lot of intangible value to the table that no one else has.”

Gabriel McHaley, Creative Partnerships Manager, NRG, notes the effect of NRG Spectrum Castle on first-time visitors: “They’re always shocked because from the outside, it looks like a warehouse. But from the inside, it’s a fantasy factory for gaming.”

Player areas are backlit with multi-colored fluorescent lighting. All around them, large screens display gaming action in real time to crowds of cheering fans.

“Connectivity means community,” Kim says. “It allows us to build out programs and events that bring everybody together in a way you can only do in a place like this.”



Being able to generate enthusiasm both inside and outside of NRG Spectrum Castle from their many fans has been a major driver of success. This makes NRG Creative Director Andrew White (at right) very happy.

“If we’re not connected online, if we’re not connected to our communities, we’re not getting anything done. The reliability of Spectrum Business since they’ve come on as a partner has made a huge difference.”

– Gabriel McHaley, Marketing Partnerships Manager, NRG

Generating critical content fast

Another critical connectivity need at NRG is the ability to promote their business with videos that highlight tournament play and team success. These are generated, edited and shared with fans to build excitement around the NRG brand.

“For post-production, connectivity is key to getting out content our fans want,” White explains. “Delivering that footage is often a logistics concern. It’s so nice not to have to worry about that. Having the right connectivity brings us closer and allows us to tell these stories to our fans.”

NRG Spectrum Castle is built to support powerful connectivity. In the early days of the partnership, McHaley recalls Spectrum Business engineers visiting the building to design a plan “that was perfect for us.”

“The private fiber connection is by far the most important,” he continues. “It runs through the building for all our livestreams, all our content and

all our competitive services. Everyone complains about their internet, but Spectrum Business is so close in working with us that the internet is never something we have to worry about.”

“With Spectrum Business maintaining our connectivity, it’s so nice not having to worry about that and just focus on the creative process.”

– Andrew White, Creative Director, NRG

[Learn more](#)

1. Applies only to Dedicated Fiber Internet, Secure Dedicated Fiber Internet, Ethernet Services, Cloud Connect and Enterprise Trunking.

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