



## The benefits of content hosting and partner sites

Another way to improve the Internet experience of users is to locate the web servers closer to home. Having local servers means that the same data now needs to travel through a shorter path to reach its destination. And since both Velocity servers and MaxOnline lines are managed by StarHub, StarHub is able to have better control over the entire end-to-end journey for the data, and offer the best experience for MaxOnline customers.

This is particularly an issue for online gaming, especially with MMOGs. For gamers, while having good throughput is important, what is more critical is something called **latency**. Now, latency refers to the time that a certain data packet of a certain size takes to travel from your computer to the server and back. For gamers, since the game environment is changing every second, new data needs to be updated and refreshed, not just their own character's data but also those of the hundreds of other gamers in the same area. And it needs to be refreshed quickly. Gamers therefore need as low latency as is possible, otherwise they will freeze in the game and get annihilated by the enemy.

Since the games like MapleStory and Pangya are now hosted on StarHub's local servers, the game data now needs to travel a much shorter distance, than say going to US servers, and game latency naturally falls to a low number. For gamers, that is just fabulous.