



# Media

Broadcasting around the world

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#easynet

# Who am I?

- ▶ **Justin Fielder**
- ▶ **Chief Technology Officer - Easynet**
- ▶ **Hardware and silicon chip designer by trade**
- ▶ **Responsible for engineering, product, vendors, technical management and group strategy**



# Who are we?



**17 years**  
**€1/4 Billion**  
**Gartner®**

**What?**

**How?**

**Example**

# What?

## How?

# Example

# Broadcast



Contribution

Distribution

Adaptation

# Applications for Video Broadcast

Contribution

Distribution

Content interconnect  
to/from 3<sup>rd</sup> parties

CCTV

1

Remove / reduce  
Sat-Truck rolls

Commercial / retail  
premises



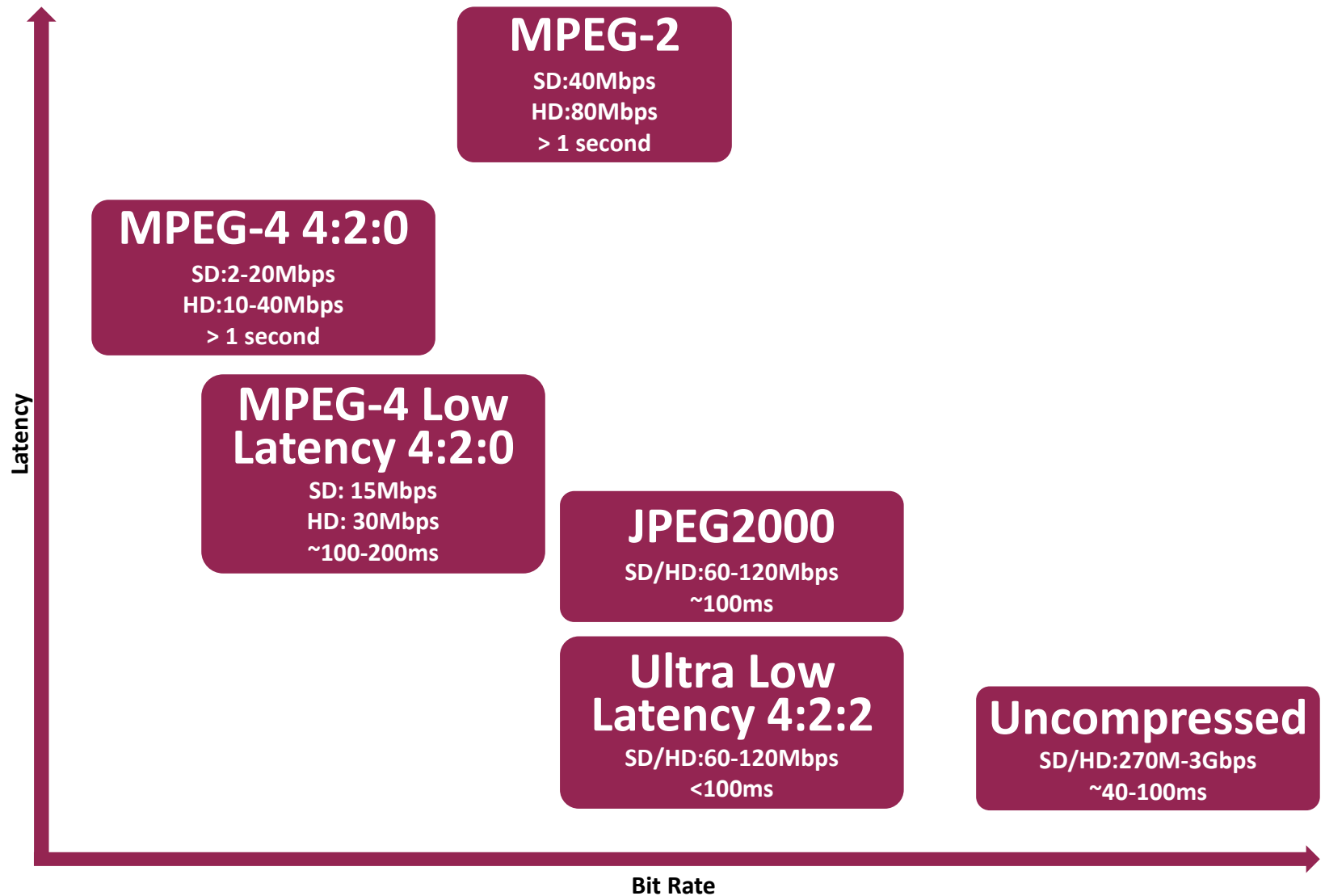
In company  
distribution

What?

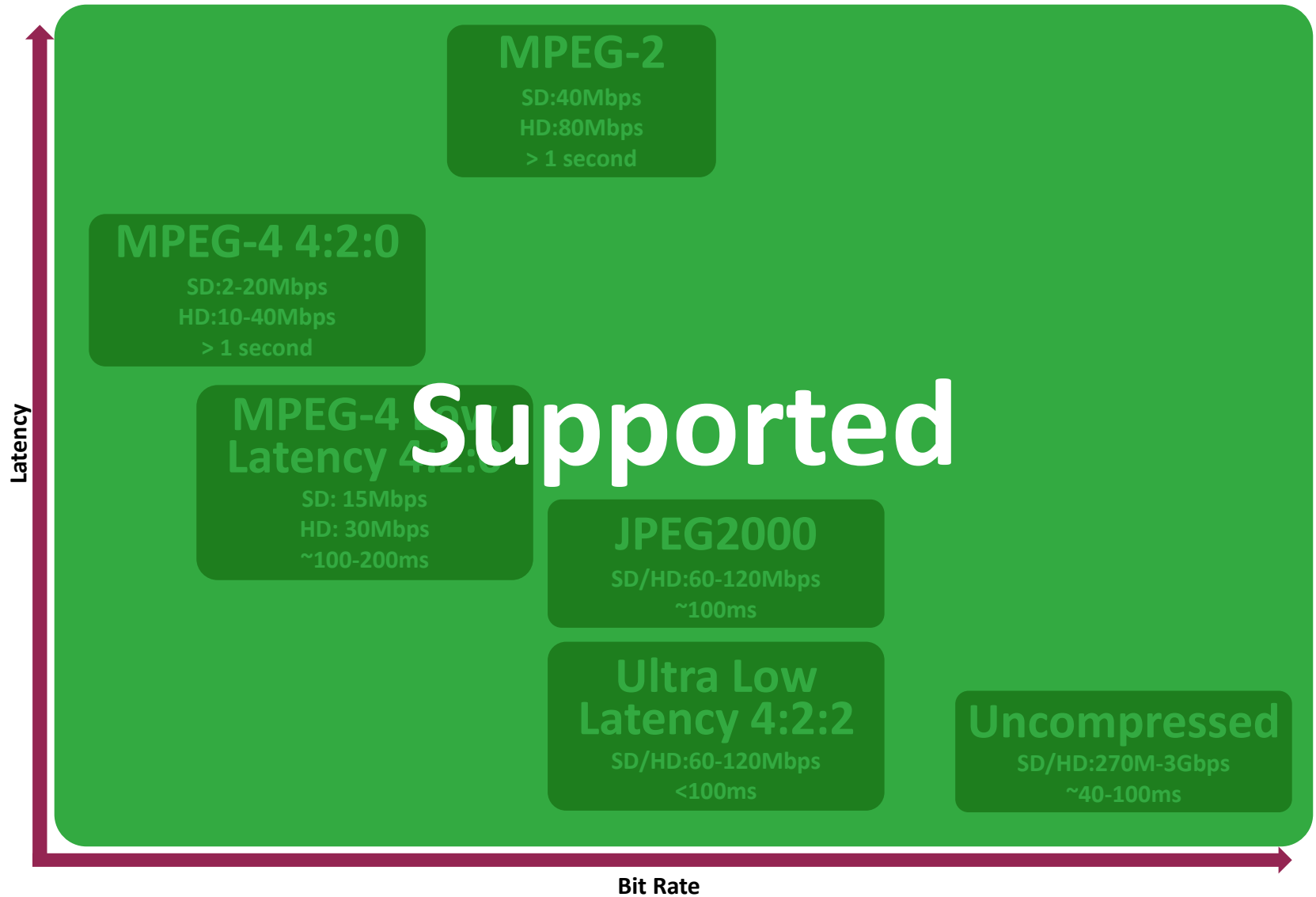
How?

Example

# Choosing the technology

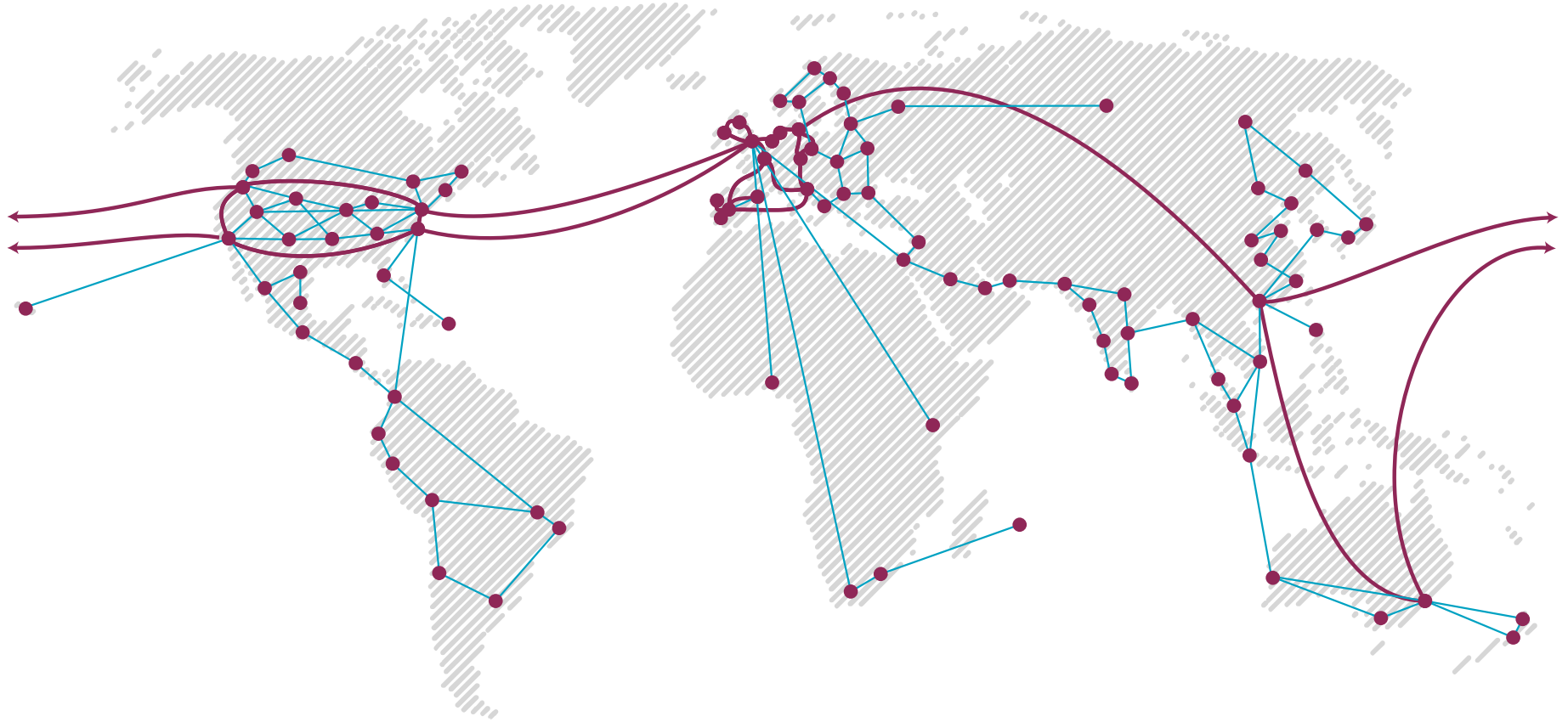





# Choosing the technology





# Global network



-  **Easynet Core Network**
-  **Major Service POP**
-  **Carrier Partner Network**

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# Easynet's value add

- ▶ **Optimised Video Transmission**
- ▶ **Managing up the application layer, e.g. Encoding Streams/Hardware, not just 'wires'**
- ▶ **VNOC 7x24x365**
- ▶ **Multi Format & Bit Rate**
  - ▶ Adaptable to demand
  - ▶ Auto or fixed scaling
- ▶ **Strong technical capability due to BSkyB relationship**

What?

How?

Examples

# Delivering the big events



Obama  
inauguration

The UK General  
Election  
Leadership  
Debate

The Biggest  
Event of 2011

- ▶ **Delivering premium content to broadcasters, and onto millions of viewers**
- ▶ **Large range of formats: Live, audio, recorded, still images and editorial**
- ▶ **Rapidly growing company, streams 15,000 live events every year, 355 on-line sites developed for clients**



## The challenge:

- ▶ Satellite and tape delivery starting to hold back the business
- ▶ Howard Kitto (CTO Perform) had decided a move to MPLS was the answer, but unsure of the implications
- ▶ Looking for a partner that could not only deliver, but educate and create solutions unique to Perform

## The solution:

- ▶ Global MPLS network for all aspects of content delivery
- ▶ Secondary functions for inter-company transmissions
- ▶ Over the top service wrap to meet the challenges of live broadcast events with zero “black to air” challenge

## Why we won:

“When you’re dealing with sports content, particularly live events, the timeliness of the service is absolutely paramount. If our service fails, their customers are let down and their brand is significantly damaged. Easynet was the only provider who not only understood this, but knew exactly how to make it happen every single day.”

**Howard Kitto, CTO, PERFORM Group**

# Summary



# Questions...

