

## CASE STUDY | BROADCAST | TV EVERYWHERE

### TV EVERYWHERE VIEWS LEVEL 3 CDN TO DELIVER VIDEO CONTENT ANYWHERE



#### Customer Profile

TV Everywhere is a company focused on inventing the future of television. It believes that this will be based on delivery over IP, with the development of social television and second screens in a very rights-orientated and cluttered distribution environment.

TV Everywhere establishes, invests in and develops companies which will support the next generation of media and television technology companies and deliver world-leading technologies to its clients, which range from small producers through broadcasters to some of the world's largest corporations. The company also provides consultancy, products and services to its clients that help make sense of the new video age.

<http://tveverywhere.co.uk>

#### Overview

'Video from anywhere to everywhere'. That's the promise made by TV Everywhere, the 'video on the Internet' company which provides a range of digital services for companies looking to deliver video over IP (Internet Protocol) to a range of devices.

TV Everywhere has a diverse base of global clients, ranging from production companies and sports rights owners to web development agencies, all of whom are looking to utilise video. Partners include McLaren Automotive, who use the company's Vidstorer delivery network, and one of the largest sports associations in Europe, the Gaelic Athletic Association, who power their new mobile video apps for Android and iOS using TV Everywhere.

The company also recently provided media asset delivery for the Mayor of London's office during London 2012 and has worked with organisations such as the Red Cross and Spanish retailer El Corte Ingles.

#### Challenge:

In the rapidly changing world of digital video, one of the main issues that TV Everywhere faces is ensuring quality and consistency of technical delivery. As more video hosting solutions are migrated over to low-cost, high volume video hosting and bandwidth providers, quality of delivery and support can suffer.

Entrusted with live-streaming major events and providing TV on Demand for some of the world's highest profile organisations, TV Everywhere believes it is important to ensure that video is streamed in a smooth, consistent manner to the widest range of devices – and to ensure that their video services are available 24 x 7 x 365.

Video is often used as a central piece of anchor content and studies show that valuable website traffic can be lost if it is unavailable or not optimised for a specific device. Scalability is also another issue, as social media in particular makes it difficult to predict when an item of content will see sudden and drastic peaks in traffic. Another consideration is security, and TV Everywhere uses its network to mitigate against DDoS attacks on its client sites.

## Solution

Taking into account TV Everywhere's multi-device delivery requirements, TV Everywhere selected Level 3 Content Delivery Network (CDN) and Storage services. Level 3's global CDN utilises a worldwide network of servers to ensure client videos are delivered in a consistently high-quality manner, whether streamed live or delivered on-demand.

Using TV Everywhere's proprietary platform, the Level 3 CDN is able to optimise content specifically for each platform, whether web or mobile, and scale delivery accordingly for both live and on demand video. This provides the company with the confidence that content will always be delivered to optimum standards, which is important when traffic loads are uncertain and can often spike unexpectedly, as is often the case when working with live or social content.

TV Everywhere also uses Level 3 for digital asset storage. Through Level 3's secure storage the company has access to a solution which is capable of providing fully redundant access to all content, with all video and other data being housed in protected locations. In addition, Level 3's storage facilities feature direct connectivity into the network with flexible power, space and management options.

Both solutions are provided to TV Everywhere in a cost-effective way with dedicated support, tailored specifically for the customer. This provides the company with a single point of contact, at the same time as providing direct access to a Tier 1 network at a very competitive price.

## Benefits

- Overall, working with Level 3 provides TV Everywhere with a robust and reliable global platform for delivering digital media to customers cost-effectively.
- Access to the Level 3 global network means TV Everywhere can distribute video for clients around the world, to any device, with minimum usage of third-party networks. This allows the company to operate in the knowledge that digital content will be delivered in a high-quality manner, regardless of location, volume or platform.

- This is a crucial consideration for a company that is working with global brands and events. In addition, having a single point of contact significantly reduces complexity.
- With full redundancy back-up, the company also knows that, in the event of any issue with a primary facility, operations can continue unaffected. Serving digital content to a global audience, sometimes live, means having uninterrupted access to video assets is crucial.
- Having all these advantages allows TV Everywhere to deliver the highest quality services to its customers globally.

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**“Content is expensive, but quite often companies store it on the cheapest storage they can find which is not redundant and is hosted in a single place. This is like putting all your eggs in one basket – it doesn't make sense. Or worse still, they use the cheapest cloud services. In our view you get what you pay for. Working with Level 3 negates this risk by providing us with full redundancy and a very high level of service at any time of the day or night.”**

-Plolo Jones  
CEO  
TV Everywhere

**TV**Everywhere.

## Why Level 3

- TV Everywhere selected Level 3 because it provides scalability, reliability and security.
- The company has been able to take advantage of Level 3's global network to provide the highest quality services to its customers.
- Level 3 was able to offer cost-effective services and dedicated support, differentiating it from its competitors.

## Level 3 Products used

- Global CDN Services
- Storage

## ABOUT LEVEL 3

We build, operate and take end-to-end responsibility for the network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

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