

# WORKFLOW & DISTRIBUTION



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— **RICHARD SHIRLEY, VP OF DISTRIBUTION BUSINESS DEVELOPMENT, A+E NETWORKS**

- IP delivery to 140+ sites and 99% of the cable footprint
- IP affiliate distribution (satellite alternative)
- Automated content routing
- Expanded visibility into the content lifecycle led to significant operational improvements across the distribution footprint
- Roll out to over 140 sites (including an IBM Cloud Video footprint distribution expansion) within 60 days

With that strategy as the backdrop, the switch was flipped to a new, terrestrial IP network operated by IBM Cloud Video. And in living rooms across North America...nobody knew anything had changed. Just as before, VOD titles appeared exactly as instructed over on-screen user interfaces. And just as before, viewers could choose to watch what they wanted, when they wanted. Only now, A+E possessed newfound flexibility enabling it to shuttle video assets to multiple receiving points faster and with far greater visibility and control.

## THE CASE FOR IBM CLOUD VIDEO

A+E Networks transformed its video distribution operations by moving away from a legacy satellite platform and embracing terrestrial IP delivery over IBM Cloud Video’s fast, secure network. The results: more flexibility, faster delivery and 360-degree visibility. Not to mention really happy viewers.

The timespan from contract to live launch was just 30 days – demonstrating that content providers have enormous latitude in deciding exactly when to exit existing contracts and move to a modernized delivery infrastructure.

Another bonus: A+E Networks attains future-proofing certainty as the IBM Cloud Video partnership presents fresh opportunities to process, manage and deliver content across the emerging multiscreen ecosystem.

## A+E’S PLATFORM PIVOT

When A+E Networks moved away from satellite delivery of VOD content for top brands including A&E®, HISTORY® and Lifetime®, it represented a major departure from a legacy platform. But the time had clearly come.

“The logistics of publishing on-demand content have become dramatically complex,” said Richard Shirley, A+E Networks’ Vice President of Distribution Business Development. “At A+E, we’re always looking to leverage technologies that will help us manage complexities and ensure the content viewers are looking for is available when they want it.”