



## A+E Networks

### *Workflow & distribution*

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#### Overview

##### **The need**

A+E was looking for a new technology partner to implement IP delivery and expand workflow visibility to reduce the complexities of their existing workflow and distribution solution

##### **The solution**

Selected IBM Cloud Video to refine content delivery method and expand workflow visibility

##### **The benefit**

Expanded visibility into content lifecycle led to significant operational improvements across the distribution footprint and IP delivery enabled the opportunity for future growth in multiscreen

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A+E Networks, founded in 1984, is a global entertainment media company with six original brands: A&E®, HISTORY®, Lifetime®, LMN®, FYITM and VICELANDSM.

#### **The case for IBM Cloud video**

A+E Networks transformed its video distribution operations by moving away from traditional satellite delivery 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.

#### **A+E'S platform pivot**

When A+E Networks moved away from satellite delivery of Video on Demand (VOD) content for top brands including A&E®, HISTORY® and Lifetime®, it represented a major departure from traditional distribution methods. 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.”

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— Richard Shirley, VP of Distribution Business Development, A+E Networks

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## **Solution components**

### **Software**

IBM® Cloud Video Logistics Manager

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With that strategy as the backdrop, the switch was flipped to a robust, terrestrial IP network operated by IBM Cloud Video. But in living rooms across North America...nobody would know 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 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 a scalable workflow and distribution solution as the IBM Cloud Video relationship presents fresh opportunities to process, manage and deliver content across the emerging multiscreen ecosystem.

## **Results**

- 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

## **About IBM Cloud Video**

IBM Cloud Video delivers reliable and scalable video streaming services globally. Combining robust video functionality and exceptional cognitive abilities, IBM Cloud Video provides one of the most comprehensive video offerings available today. For more information on IBM Cloud Video, please visit [www.ibm.com/cloud/video](http://www.ibm.com/cloud/video).



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