



CBC

Multiscreen streaming

Overview

The need

Launch a Canadian based ad-supported streaming service

The solution

IBM Cloud Video's multiscreen streaming solution enabled CBC to offer consumers an ad-supported OTT service with support for web, iOS and Android

The benefit

Scalable OTT offering with features such as geo-fencing, enhanced accessibility, closed captioning, search and discover, and robust subscriber management

The Canadian Broadcasting Corporation, officially branded as CBC/ Radio-Canada, is a Canadian crown corporation that serves as the national public radio and television broadcaster in Canada.

The case for IBM® Cloud Video

When the Canadian Broadcasting Corporation decided to further its presence in multiscreen streaming, it turned to IBM Cloud Video for support. Today, fans can enjoy popular original dramas like “The Romeo Section” on multiple devices along with an enhanced user interface and improved search/discover functionality.

Going on demand with the CBC

With more than 400 hours of content and climbing – including full episodes and entire series – the Canadian Broadcasting Corporation's updated digital video platform makes programs more accessible than ever. And with help from IBM Cloud Video, it makes them available across more screens and in more ways than ever.

The CBC partnered with IBM Cloud Video to expand the functionality and breadth of a digital video initiative that's designed to provide Canadians with cross-platform access to a variety of CBC programming, including CBC-TV and digital originals, documentaries and Kids' CBC.

“IBM Cloud Video's flexible video technology, its depth of experience in digital workflow, and its understanding of our existing infrastructure made them the perfect fit to give our audience a great experience.”

– Lauris Apse, Director of Digital Products at CBC



Solution components

Software

- IBM® Cloud Video Logistics Manager
 - IBM® Cloud Video Catalog and Subscriber Manager
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With a few clicks, viewers can summon popular programs like the espionage thriller “The Romeo Section” and the comedy series “22 Minutes” to screens of their choosing using a web browser. The choices will only expand from there. An application for Android devices was readily available for a beta launch, with more apps slated for iOS devices, Google’s Chromecast and Apple’s AirPlay.

The CBC is expanding its streaming video ambitions with an eye to growth. The advertising-supported streaming service supports an initial library of more than 600 CBC titles and can rapidly scale to accommodate huge volumes of additional digital content.

With support from IBM Cloud Video, the service also features geo-fencing capabilities; enhanced accessibility, including closed captioning and described video; robust search-and-discover functionality; and management of an enhanced user experience.

As the CBC contemplated a deeper role in streaming video, it considered potential technology providers carefully. “We knew we needed a video platform to support our strategy of building an audience in an aggressively competitive environment. We partnered with IBM Cloud Video because they know what it means for a broadcaster to be digital,” said Lauris Apse, Director of Digital Products at CBC. “Its flexible video technology, its depth of experience in digital workflow, and its understanding of our existing infrastructure made them the perfect fit to give our audience a great experience.”

Results

- Canadian based ad-supported streaming service
- Content library of 600+ titles including CBC-TV and digital originals, documentaries, and children’s programming
- Geo-fencing, enhanced accessibility, closed captioning, search and discover, and robust subscriber management
- Support for web, iOS and Android

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.



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IBM Corporation
Software Group
Route 100
Somers, NY 10589

Produced in the United States of America
September 2016

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