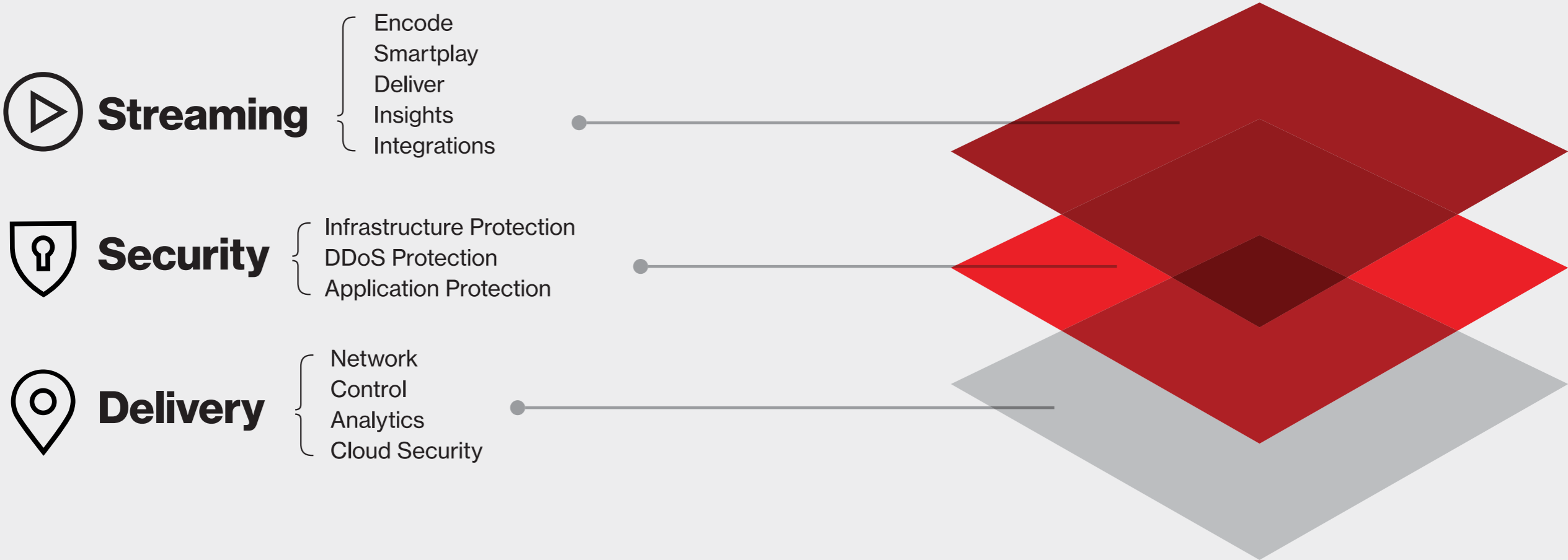


# Quality. Simplicity. Scale.

## Why an Integrated Platform is Essential to Your Video Business

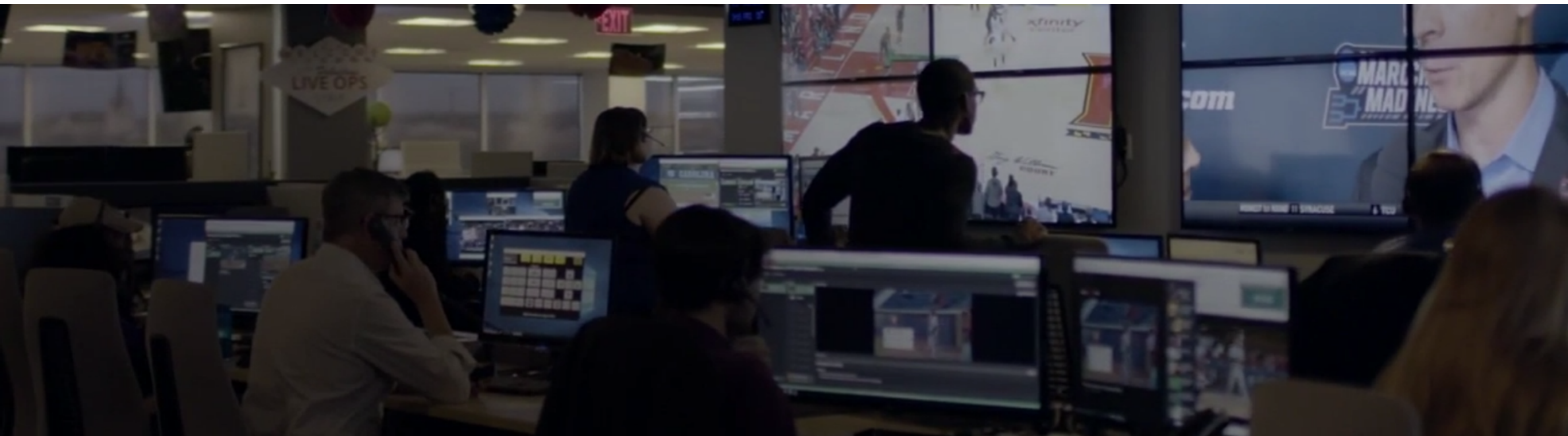


Enterprises are in the grip of a digital transformation, which is disrupting traditional business methods at an unprecedented rate. A prime example of this is broadcast television. It's no secret that consumers are embracing over-the-top (OTT) television more than they ever have. According to eMarketer, the number of U.S. cord-cutters climbed nearly 33 percent last year to 33 million, and the number of subscription OTT video service viewers rose to 170.1 million – nearly 52 percent of the U.S. population.<sup>1</sup> As these viewership numbers increase, the industry faces the daunting challenge of delivering personalized, high-quality media experiences around the globe on all connected devices. Broadcasters and content creators must work faster, smarter, and more efficiently to keep up with – and outpace – the competition.

What does that mean for the video streaming industry? Organizations everywhere are radically altering their business models to keep pace with technological innovation. Increasingly, operators are transitioning from in-house, hardware-bound products to service-oriented, managed solutions—evolving from clunky, difficult-to-use tools to nimble, flexible, user-

friendly cloud-based tools. “Whereas businesses once craved control over individual components of a solution assembled from third-party vendors,” says Jason Friedlander, senior director product marketing at Verizon Digital Media Services, “they have gradually handed over that control to experienced, professional providers who can manage the entire platform from the cloud.” Today’s broadcasters and content creators would rather focus on the success of their business than the intricate workings of the tools to get them there. As a result, the market is moving toward integrated media platforms and partners rather than in-house solutions from smaller “boutique” vendors.

This e-book examines the integrated platform approach to delivering TV-quality streaming video and discusses its advantages for broadcasters and content creators who are seeking simple ways to improve the quality of their video and to scale their audiences. To stay competitive in this industry – whether you manage a video on demand (VOD) library, maintain a 24 x 7 channel, or broadcast live events – you need a platform that provides everything.



## What to Look For in a Video Platform

An integrated video platform combines multiple distinct technologies to accelerate the performance, excellence, and security of video – while eliminating the complexity and incompatibility of dealing with multiple vendors. It will deliver content through a single workflow that offers quality, simplicity, and scale.

**Quality.** Today’s viewers choose video services based on a variety of factors, but what really matters to them is quality – seamless, flawless, anytime, anywhere. Viewing sessions on streaming devices are getting longer, so it makes sense that viewers have high expectations for a quality presentation; they have little patience for setbacks such as latency, buffering, or blank screens. According to Livestream.com, 62 percent of consumers have a negative perception of a brand that publishes poor quality video.<sup>2</sup> If they don’t get TV-like quality, they leave. The provider that puts a premium on quality will reap the benefits of attracting and retaining viewers, building loyalty, and generating higher revenue from advertising.

**Simplicity.** A primary disadvantage of stitching together a video delivery system is that its various components may not work cooperatively – and in fact, may be at odds with each other. The danger of that approach not only affects the quality of delivery and service but can also have a devastating impact on the time it takes to get to market, which translates to lost viewership and revenue. One partner that can do it all simplifies the process of delivering high-quality video to global audiences.

**Scale.** A powerful video platform with a vast global network enables you to deliver content quickly – with better quality and performance – to viewers on any device around the world. This kind of global content delivery network (CDN) with massive scale and thousands of interconnects also enables you to sustain millions of concurrent users regardless of spikes in traffic.

## 4 Key Components to Put You Ahead of Your Competition

To stay ahead of the competition – and win – you need to choose a video platform offering the right combination of innovative features that bring quality streaming and simple experiences together to all your viewers – without fail. The four critical components of a fully integrated platform should include:

**Streaming Solution.** When it comes to streaming, you need to simplify your workflow from ingest through delivery, providing the highest-quality video, personalized for every viewer who hits “play.”

**Delivery Solution.** A good CDN must deliver video optimized for viewers’ devices from a server nearest the user’s geographic location; overcoming any bandwidth constraints to deliver the content fast.

**Security Solution.** A powerful platform must be able to provide robust security on multiple fronts, including DDoS protection and bot mitigation – allowing access to vetted users while blocking unauthorized users.

**Service and Support.** An integrated platform should provide proactive monitoring, meaningful insights, and troubleshooting with continuous testing. It must also have service and support teams in place around the world.





# Verizon Digital Media Services: The Benchmark for Platform Excellence

**V**erizon Digital Media Services offers customers a trusted, reliable, fully integrated platform with which to reduce complexity and get to market quickly. It has quickly become a leading provider of OTT and streaming video services, expertly addressing viewers' expectations of quality, simplicity, and scale. Here's a brief overview of Verizon Digital Media Services' features and functionalities.

**Encoding.** The Verizon Digital Media Services platform enables you to deploy on-premises or cloud-based video services quickly and cost-effectively. You can run software on your own secure hardware or choose the cost savings and scalability of cloud-agnostic locations supporting formats that include SDI, IP Video, RTP/FEC, RTMP, and HEVC. No matter the acronym, you are covered.

**Smartplay.** Verizon Digital Media Services' integrated and highly scalable manifest technology, Smartplay, creates a direct connection with every viewer, giving you powerful control that enables you to monetize more effectively and deliver more securely with low latency, resulting in guaranteed high-quality viewer experiences.

**Delivery.** Flawless digital experiences begin with an intelligent, interconnected global network built for media. Featuring massive bandwidth capacity, advanced caching, and acceleration strategies, the Verizon Digital Media Services' platform delivers lightning-fast performance, always-on availability, stringent security, and the flexible configuration required of the modern internet and global viewers.

**Insights.** To deliver video like a pro, you must have insights into every step of the workflow. The Verizon Digital Media Services platform gives you the ability to monitor every step from ingest to post-CDN playout, along with access to data around user sessions and calls being made to third-party services, like ad servers, to eliminate any black holes that exist in your workflow.

**Integrations.** Seamless integrations with best-of-breed technology partners extend your technology stack and make it simple to provide continuous improvements and enhancements that keep viewers coming back.

**Security.** Get comprehensive protection for your business against massive network-layer DDoS attacks, advanced application-layer attacks, and every type of threat in between. By leveraging Verizon Digital Media Services' managed cloud security feature, customers have dedicated security teams monitoring and protecting their web and mobile applications, so they can concentrate on growing their business.

**Service and Support.** When you connect with one of Verizon Digital Media Services' five global service centers, you'll work with highly experienced engineers who are ready to assist you 24 x 7 x 365, not call center agents. You receive service and support others consider add-ons, and Verizon Digital Media Services can help you through every stage of your product life cycle. ●

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## Stay Ahead of Demand

With increased viewership comes data, which many companies struggle to support, filter, and manage on their own. According to Accenture, 79 percent of enterprise executives agree that companies that do not embrace big data will lose their competitive position and could face extinction.<sup>3</sup>

Keep up with this flood of data by partnering with the Verizon Digital Media Services platform, which provides data to help you develop insights that lead to better quality viewing experiences, more loyal viewers, and increased revenue.

TV-quality digital experiences start with Verizon Digital Media Services' intelligent, integrated platform that's built for media and the diverse demands of a global, growing OTT viewership. It eliminates complexity. Creates better viewing experiences. And gets you to market quickly so you can scale up to increase audiences.



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### Sources:

1 Enberg, Jasmine, "Cord-cutting accelerates as OTT video keeps growing." eMarketer, [emarketer.com/content/more-than-half-of-us-consumers-watch-subscription-ott-video-2018](https://www.emarketer.com/content/more-than-half-of-us-consumers-watch-subscription-ott-video-2018)

2 Golum, Caroline, "62 Must-Know Live Video Streaming Statistics." Vimeo, [livestream.com/blog/62-must-know-stats-live-video-streaming](https://vimeo.com/blog/62-must-know-stats-live-video-streaming)

3 "Big success with big data." Accenture, [accenture.com/us-en/ acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Industries\\_14/Accenture-Big-Data-POV.pdf](https://www.accenture.com/us-en/ acnmedia/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Industries_14/Accenture-Big-Data-POV.pdf)

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Verizon Digital Media Services' integrated platform is the simplest way to prepare, deliver, display, and monetize content. The platform is built on the world's largest, most connected delivery network, ensuring high-quality, instant-on viewing of digital content on every device, every time, everywhere. Learn more at [www.verizondigitalmedia.com](http://www.verizondigitalmedia.com).