

OUTSTANDING TV EVERYWHERE EXPERIENCE

Edgware and Dell EMC Isilon: Delivering a quality viewing experience at scale

ESSENTIALS

- Amazing Viewing Experience—With low-latency, guaranteed resources and no buffering, it is a content delivery solution that can deliver services such as Live-TV, Time-shift TV, Ad Insertion, TV Anywhere, and Cloud DVR
- Insight and control—A content delivery solution that gives you a unique insight into viewers' behavior, because it can correlate viewing analytics with network performance
- Cost-effective – A software defined solution running on enterprise grade hardware that can scale to huge levels of service—without huge levels of cost

When viewers were all happy to watch the same program at the same time, that content only had to be sent over the network once. Every viewer “tuned-in” to the same data stream. Even when we delivered TV using satellite or a wireless transmitter, each channel was broadcast everywhere. As long as you could receive the signal, you could tune in—and it didn’t matter whether one person watched it—or millions. When IPTV came along, it was much the same. Whether a single stream or multicast, traffic was sent for each channel—and the viewer still effectively “tunes in” to the channel they want to watch.

NEW VIEWING BEHAVIOR

So where’s the problem? Well, we don’t watch TV like that anymore. Viewers now want to watch any show whenever they want—and they want to pause it, rewind it, and watch it on different devices; they even want ads tailored just for them. These kinds of delivery demands mean that each viewer needs their own individual TV data stream—which has the potential to consume huge amounts of expensive network capacity, causing congestion and buffering.

Considering these new consumer behaviors, keeping a copy of every media asset next to every consumer would be an optimal situation. That way, the asset only needs to cross the network once and be stored locally, which allows any number of views by the viewers in that area without consuming long-haul network resources.

CONTENT DELIVERY AT A HUGE SCALE

Edgware provides operators and content owners with the tools to deliver their TV services at huge scale and low cost. Edgware’s unique technology gives control and insight back to the content provider and delivers TV with an outstanding viewing experience. Edgware optimizes each part of the delivery system in the most appropriate way—combining the scale of centralized cloud infrastructure with distributed hardware-accelerated technologies to provide highly personalized TV streams.

The solution automatically keeps a copy of the most popular TV shows close to the viewers, and converts live TV into an on-demand DVR viewing experience. Copies of on-demand content only need to be transferred once—but can be played many times over as other viewers in the same area want to watch it. Private copy DVR recordings are available to be played back on multiple devices, regardless of the physical location of the TV set or device.

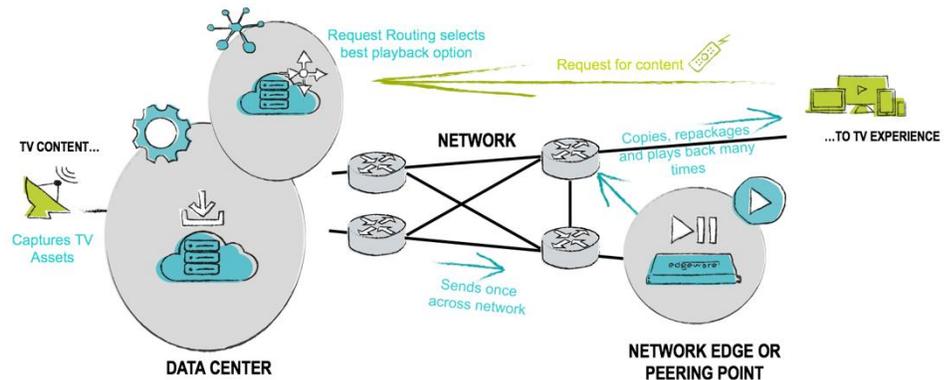
Edgware’s software defined solution allows a choice of content-related functions such as ingest of VOD and Live TV, Cloud DVR, Live-to-VOD and content management. It also includes network-based functions like request routing, load balancing, multi-tenancy support and CDN selection for overflow during peak periods.

CONTENT DELIVERY AT A HUGE SCALE

Integrating Edgware's portfolio of delivery products and services with Dell EMC Isilon's scale-out storage offers broadcasters an end-to-end solution that matches the changing ways content is consumed today, along with the flexibility to encompass new possibilities tomorrow. The combined solution focuses on the needs of operators and content owners to reliably provide high-quality media on-demand on in the format of the users' choice.

Employing Dell EMC Isilon storage as the underlying foundation for content delivery gives operators the tools to scale content functions and to launch new services quickly and easily. The exponential growth in asset storage requirements—often required with little notice—is perfectly addressed by Isilon's pay-as-you-grow architecture. Using the modular Isilon architecture, capacity and/or performance can be added to the infrastructure in just minutes.

The joint solution Edgware and Dell EMC solution allows development of a TV delivery system that scales more cost-effectively than other architectures. It creates a common platform for multiple TV services and Cloud DVR, providing visibility into how viewers are experiencing their content. And most important of all, it's a solution that will deliver viewers an amazing viewing experience.



ABOUT DELL EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

Build your story on Dell EMC.

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