



Live Linear Channel Delivery to Virgin Media



**24/7 Fully Managed
Service**



**Direct Contribution to
Broadcast Partner**



IP Delivery

Any questions?



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The Challenge

Contribution to the Virgin Media platform is normally delivered via satellite or dedicated fibre and then decoded - this can be cost prohibitive and have an impact on content quality.

To access the potential sales revenues presented by Virgin Media's subscribers, TJC (previously The Jewellery Channel) needed a reliable and financially viable content delivery method into its network for its 24/7 shopping channel.





The Solution

TJC was referred to Cerberus Tech by Virgin Media to explore an IP distribution workflow at an early commercial stage.

This meant that Cerberus Tech could support TJC to ensure its content met with Virgin Media's IP ingest specifications.

As soon as the inputs to the Network 1 platform were established, Cerberus Tech was able to deliver directly to the Virgin Media platform using our established IP connectivity at the main site in Langley, and the back up facility in Knowsley. By removing the need for traditional physical infrastructure, getting IP delivered services online with Virgin Media takes just minutes.

The Results

By engaging with Cerberus Tech early, TJC was able to align the service delivery contract with its commercial contract. Giving customers this peace of mind allows them to focus on creating consumable content for their viewers.



Onboarding, service configuration, testing and go-live within days



Alignment of commercial contracts



Significant cost saving against traditional ingest methods

About Cerberus Tech

Cerberus Tech Ltd operates a truly global IP video delivery network, leveraging the very latest in technology to deliver content anywhere in the world.



Livelink is an Infrastructure as a Service live delivery platform, which allows users to self-manage live feeds from any location, to any destination.

Combining flexibility and control with global reach, Livelink transports live content over the internet at scale.

Featuring agnostic cloud and protocol infrastructure, Livelink offers a robust IP delivery solution to transport live linear and OTT content from point to point or multi-point.



Network 1 is a reliable, low-latency and cost-effective IP-based platform, for the primary distribution of linear content.

Network 1 provides a 24/7/365 fully managed service, offering channel distribution to global audiences.

The service is broadcast grade, multi-cloud compatible, protocol agnostic and delivers over managed or unmanaged networks.



IO is a software-based live IP video switching application, offering a point-to-point, or point-to-multipoint broadcast solution.

The dockerised broadcast application allows for seamless switching between; RTP, UDP, RIST, SRT, Zixi, RTMP and HLS delivery protocols.

IO can be scaled to unlimited outputs and used within a device, data centre or cloud environment.



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