



Multi-Channel, Global IP Distribution for Discovery



IP Delivery



**Satellite Replacement
/ Augmentation**



**Direct to Broadcast
Partners**

Any questions?



+44 (0) 239 303 2017



sales@cerberus.tech



www.cerberus.tech



+44 (0) 239 303 2017
www.cerberus.tech

The Challenge

Discovery needed to deliver three linear channels to four affiliates in the APAC region, including geographically remote areas such as Sri Lanka and the Maldives.

Since these locations fell outside of the satellite footprints that Discovery utilises, an alternative distribution method needed to be explored. Although technically challenging, Discovery still wanted to deliver the channels in a cost-effective way.



The Solution

Discovery is no different from other programmers in wanting to deliver its content with high quality and reliability, and within a reasonable expense envelope.

Historically, when Discovery wanted to deliver content to such affiliates, it generally had to look at joining a 3rd party multiplex, or leasing a new satellite transponder to service only a few affiliates.

This can be challenging in some smaller regional areas to match the business need with the technical costs for delivery. Often the costs of these options negated the business case for delivering content to those partners.

Cerberus has extensive experience in establishing economic ways of getting content to remote areas. Having previously worked with Discovery to distribute its sports channel, Cerberus was approached to provide a solution for its latest challenge.

Using its Network 1 solution, an internet-based platform for primary distribution of linear content, Cerberus was able to pick up the feeds and deliver the content into the network before delivering it to the most geographically convenient cloud region, depending on the location of each affiliate.

The Results

Thanks to Network 1, Discovery is able to deliver the channels successfully to its customers while also having the ability to scale and adapt at any point. It uses IP-based distribution, which is quick, easy and highly reliable. Discovery was able to integrate it into its existing infrastructure without implementing specialist hardware.

Following the success of the delivery, Discovery has signed up to another two years of service. Furthermore, the customer is now using Cerberus' IP solution to deliver content to its customers in other regions around the world.



**Future proof solution
for scaling and
adaptation**



**Integration with
existing infrastructure**



**Expansion of reach in
new territories**



+44 (0) 239 303 2017
www.cerberus.tech

"Over the last 18 months, we have worked with Cerberus to successfully execute a number of IP distribution projects in the APAC region.

We are always looking at the best options for efficiently delivering our content within regions and globally and Cerberus' approach to troubleshooting our queries and finding effective solutions, the affiliate onboarding process and the handling of varied takers requirements really helps to get things across the line quickly."

Oleg Gribanov

VP Media Technology, Production & Operations, Discovery



+44 (0) 239 303 2017
www.cerberus.tech

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.



For live content and occasional use, Livelink is the ideal IP cloud teleport solution for moving content from source to destination without reliance on expensive, traditional infrastructure.

From sports and esports coverage to, live events, the world demands live content and Livelink delivers it.



For 'always on' managed services, Network 1 is our proven platform for primary distribution and customers, from public service broadcasters to global media giants, are increasingly utilising their global connectivity to transport linear video content.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



+44 (0) 239 303 2017
www.cerberus.tech