Who is the BBC?

The BBC is the UKs incumbent broadcaster and a leader in digital content distribution globally

What are the Business Requirements?

The "movies" section of the BBC website enjoys particularly high demand traffic so the BBC needed a robust and scalable solution to outsource their streaming Video On Demand content delivery in both Real Media and Windows Media formats.

A further requirement was for an easy to use uploading tool and platform level mechanism to allow content suppliers to upload content independently, for subsequent review and publishing by the BBC.

What is the Interoute solution?

Interoute's Media Manager was proposed as the solution for high capacity video delivery. Media Manager can work side by side with the BBCs existing content management systems, so rather than replacing it, Media Manager effectively provides a completely scalable plug-and-play solution. The BBC would log in to their Media Manager control console 24/7 and use it in addition their existing content management systems and web-hosting packages.

Why did Interoute win the contract?

Interoute's Media Manager provided all of the clients requirements in a single platform: Managed Application, Content Hosting, Content Backup, and the option for Digital Rights Management if needed.

Interoute's Content Delivery Network (CDN) ensured reliable high demand content delivery, regardless of the high spikes of traffic.

interoute
from the ground to the cloud