

Broadcast Services



# Digital Media

Connecting broadcasters and audiences worldwide



trusted to deliver™



## **Your content delivered to any platform, anywhere, anytime**

**Audiences consume content in many ways on a variety of platforms suited to their lifestyle, presenting a number of technical and financial challenges. Content needs to be produced in different formats and made available on multiple platforms to ensure broadcasters can maintain and grow their audience share.**

**At Babcock we combine our industry-leading reputation for service quality with innovative state-of-the-art distribution technology to manage, aggregate, repurpose and distribute your content.**

**You need only produce the content once - Babcock will do the rest to ensure it achieves the widest possible audience. You, the broadcaster can focus your efforts and resources on your core business of content creation.**

## Media asset management and distribution

Maximising the benefits of IP and multicast techniques, Babcock's Global Media Network provides customers with streaming and file-based distribution. Coupled with distributed asset management, network automation and custom developed content management, our robust network sources programming direct from your production facility and delivers it securely to the right place at the right time, on the right platform.

## Enlarge and engage audiences

In order to provide a user interface that raises awareness of your brand and promotes interactivity, Babcock offers a Content Management System (CMS) that integrates all our IP services into a single website or portal.

- File distribution
- Streaming
- Audio playout
- Audio-on-demand / Video-on-demand
- Web streaming or Internet radio
- Media archiving

## Benefits

- Attract new listeners and viewers
- Maximise the return on your original production investment
- Benefit from resource savings by producing your quality programming only once
- Be accessible and interactive with your audience, building brand loyalty
- Generate new revenues through advertising
- Benefit from regular reporting on the effectiveness of your IP-based services

## Entering the digital media world?

At Babcock we understand the high costs associated with establishing digital media services. We adopt a consultative approach with our customers providing direction and advice on investment in digital platforms and broadcast technology.

We provide a range of tailored products and services for smaller broadcasters wanting to establish a presence in the digital media world, including start up packages and introductory services.

## Why choose Babcock?

- Babcock specialises in reducing the risk to the broadcaster, taking full responsibility for the delivery of your content to audiences globally
- Our state-of-the-art IP-based technology with automated workflows provides cost benefits and results in higher availability
- With Babcock you are guaranteed high standards of customer care and support, underpinned by SLAs that ensure value for money
- Trusted to deliver broadcasters' content for 11 years, we adopt broadcast standards for all our web based services

With a broadcast heritage spanning 70 years, Babcock understands that creating quality content is a highly skilled and expensive process. Yet all too often the broadcaster's message is failing to reach its largest possible audience. Our range of digital media solutions ensure the maximum audience for your valuable content.



## CASE STUDY

# Delivering Deutsche Welle's Global Media Forum to a global web audience

## DEUTSCHE WELLE

Babcock broadcast Deutsche Welle's Global Media Forum event live to the world over the Internet from the World Conference Centre in Bonn, Germany.

Babcock supplied, installed and remotely monitored a redundant pair of customised streaming Flash servers at the venue. We also provided Deutsche Welle with a bespoke Flash player for its website as part of the service package. The main challenge was to get the service up and running in the short time available to us when we could gain access to the venue. Careful pre-configuration and testing meant that we only had to overcome the local network issues before the programme stream arrived at the site of our Content Delivery Network partner, Global Mix. The full service was ready to go well before the start of the event.

The live Internet broadcast was watched by a global audience of thousands who would have otherwise had no way of viewing the proceedings.

## CASE STUDY

# A fully managed content delivery service for the BBC World Service



The BBC World Service delivers a large amount of its programming to a global audience using a network of localised re-broadcasters. These re-broadcasters are supplied with some of their programmes ahead of transmission in a file-based format. It is absolutely essential that they can always download the right material in time for each broadcast.

Babcock provides a cost-effective managed solution to this requirement, which harnesses the accessibility and low entry cost of the Internet. Using the public Internet would typically expose the service to the risk of slow downloads and intermittent delivery. However, by integrating the Internet delivery with Babcock's own Global Media Network, we are able to minimise these risks and provide a reliable service. A user management system built specifically for the BBC World Service requirements gives complete control over who has access to specific content.

The managed service provides sophisticated metrics which help the BBC to identify the most popular content and re-broadcaster partner usage. Using this data, the BBC World Service is able to generate accurately targeted programming and expand its global reach. The BBC World Service partners benefit from having content specific to their needs available for download from a secure, but accessible website, at a time convenient to them.

## Contact details

For further information regarding Babcock, visit our [website](#) or contact us directly on the numbers listed below.

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