

case study

ENDEMOL SHINE NEDERLAND cloud connectivity for a leader in media creation, production and distribution delivering a scalable solution with reliability and workflow based flexibility

Endemol Shine Nederland is part of the Endemol Shine Group, a joint venture bringing together Endemol, Shine and CORE Media to create a global content creator, producer and distributor of programming. The Group's businesses have creative operations in over 30 markets, with a diverse portfolio of over 600 revenue generating formats, coupled with digital, gaming and distribution operations. With workflows spanning multiple locations across the business and a growing volume of programming, Endemol Shine Nederland's underlying IT infrastructure used to share the content is a vital part of their delivery service.

Endemol Shine Nederland's infrastructure challenge

As well as live programming, owners of content need strong storage and archiving capabilities, supporting requirements for on-demand multi-platform delivery. Endemol Shine Nederland IT, who delivers services to both Endemol Shine Nederland (Endemol)

and the Group, was finding that their existing IT environment was becoming more costly, with increasing hardware demands to support their ever-growing storage requirements. Accessibility of assets was a key factor, with distributed working teams. With more material being released online and licenses granted to third parties for use, Endemol needed an environment that was accessible to these companies as well. The IT team needed to explore storage environments that would be more flexible and scalable. Bandwidth demands were driven by projects and workflows, so Endemol's infrastructure needed to allow for periods of both high and low bandwidth usage.

The team were looking to move their infrastructure solution from using multiple data centres, mirrored storage arrays, server clusters and traditional servers with 10G dark fibre connection between these. Creating a cost effective, scalable infrastructure solution required Endemol to look to cloud based solutions and they needed a provider to support them with this change.

how euNetworks won the project

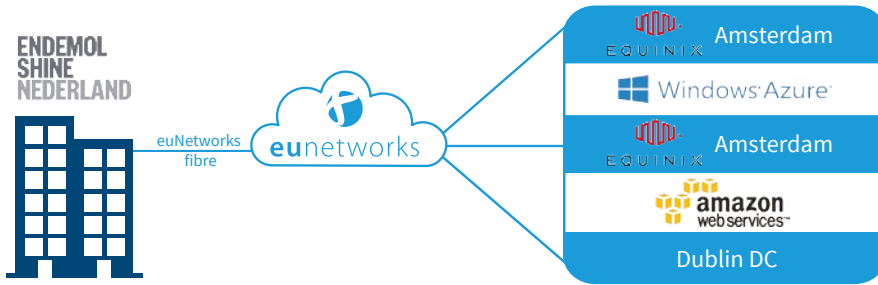
Endemol needed access to Amazon Web Services (AWS) to support their storage needs, with this platform allowing for additional computing capacity as required. For transcoding of raw material, they chose the Microsoft Azure environment. With its specific media services, Microsoft Azure allows for the support of HD television and broadcast formats.

euNetworks has supported Endemol with bandwidth solutions for a number of years and is a trusted network partner. In addition, euNetworks was the only provider in the market with direct connection into both AWS and Microsoft Azure cloud platforms. Access to the Azure platform was via the Equinix Cloud Exchange. euNetworks' Media Connect solution also offered the right level of bandwidth, with flexibility in line with their project and workflow needs. Most importantly for Endemol, this gave them:

- direct connection into AWS for scaling storage
- direct connection into Microsoft Azure to support transcoding requirements
- secure bandwidth connection, with protected network redundancy, committed latency and jitter for stable access to cloud applications
- an infrastructure solution designed to scale cost effectively

the solution to support Endemol Shine Nederland's growth

As the leading data centre connectivity provider in Europe, with direct connection to 12 cloud platforms, euNetworks delivered this new solution to Endemol with no downtime during the transition.



By moving their IT delivery infrastructure to a cloud environment, Endemol has been able to lower their IT costs by 30%, with this largely driven by server virtualisation rather than investing in more hardware.

The cloud infrastructure also means Endemol can quickly allow contracted employees who join to work on specific projects, access to systems and content within hours instead of days.

Transcoding, supported by Microsoft Azure has become much more efficient. Endemol is now able to complete transcoding almost in real

time. The number of simultaneous transcoding jobs has increased from 5 to 50. So moving to a cloud environment has both increased productivity and reduced costs, with no additional hardware required in the process.

Media distribution has increased. By using AWS's cloud storage as their media archive,

real time transcoding and Aspera in the Cloud, Endemol has been able to fully automate the rights claiming process for YouTube. Delivery of sports recordings to clubs and press for analysis has also rapidly improved. Prior to implementation of this new infrastructure, DVD copy of this material was delivered by hand. By using the cloud infrastructure in place, Endemol is now delivering this content 4 hours after the matches. On a normal sports weekend, Endemol distributes 1.5Tb of recorded play.

Today around 90% of Endemol's IT infrastructure is in the cloud.

“The infrastructure that euNetworks has worked with us to implement is changing how we deliver media content and programming across our entire business. It’s also changing our productivity, with teams able to complete projects and workflows more rapidly and efficiently than ever before. In the changing world of media creation, production and distribution, moving our business to a digital environment has been fundamental. The euNetworks team have supported us through this and continue to do so as our needs evolve further. It’s an exciting time for Endemol Shine Nederland.”

Leon Backbier, Manager ICT,
Endemol Shine Nederland

“Digital media companies are increasingly embracing the cloud and realising the cost efficiencies and workflow benefits of doing so. Reliability, security and bandwidth scalability are also important. Through our work with euNetworks we are combining their high performance network and infrastructure with the Equinix Cloud Exchange to deliver a truly scalable solution for the media community.”

Rory Murphy, Director Field Development
EMEA Service Provider Marketing, Equinix

our network

At the core of our service is our network. We own and operate high capacity fibre networks in many of Europe's key business centres as well as a truly diverse backbone network.

We continue to invest in our footprint, adding new capabilities to sites in cities as well as expanding our fibre reach.



contact us

UK: +44 20 7952 1300
Germany: +49 69 905540
Ireland: +353 1 652 1 200
Netherlands: +31 20 354 8080
email: info@eunetworks.com
web: www.eunetworks.com