

Customer story

INDUSTRY:

ENTERTAINMENT



HIGHLIGHTS

Broadcasting Entertainment
Connectivity across Locations with
Viva's Multibranch Connectivity

CLIENT

One of India's most prominent media conglomerates, serving over 140 million people across India with more than 30 television channels available in more than five nations and six languages.

REQUIREMENT

The client required a reliable solution to ensure the seamless functioning of their broadcasting activities.

- The operations included Live streaming, Recording at locations for filming, integration of radio channels Establishment of smooth connectivity across 65 branches throughout India.

CHALLENGE

The client faced several challenges for the smooth functioning of their broadcasting tasks:

- Need for live streaming and recording at shooting spots.
- Integration of radio channels with connectivity to Indian radio stations for office use.
- Connectivity challenges for live shooting to stream voice data to radio branches.
- Internet Connectivity in 65 branches across India.
- Lack of a Centralised Monitoring System.

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SOLUTION

[Multibranch Connectivity]

To address this complex requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- **Reliable Connectivity:** SD-WAN 4G Broadband offered the advantage of a SIM-based network, providing reliable bandwidth connectivity for locations with diverse shooting requirements.
- **Network Visibility:** The centralised monitoring system achieved real-time performance metrics and network bandwidth utilisation.
- **Branch Connectivity:** Continuous monitoring of connectivity status across 65 branches ensured the stability and strength of the 4G broadband connection in each location.
- **Secured Monitoring:** Secure transmission of voice data during live shoots ensured broadcasting activities aligned with regulatory requirements.
- **Proactive Alerts and Notifications:** Alert mechanisms for proactive responses to potential issues in the event of network disruptions or bandwidth irregularities affecting the broadcasting infrastructure.