

# Supporting fast, unpredictable business growth with a highly adaptable global Content Delivery Network



## The customer:

### A multinational media organisation

TVUP is a multinational media company, with offices in Barcelona, Madrid and Santiago de Chile. It mainly operates in Spain, Andorra and Chile but has customers across Europe.

The brand Tivify provides consumers with access to more than 170 free-to-air, premium and international channels and a wide range of entertainment on all of their devices, as well as features such as recommendations, catch-up, recordings, watch from start and time-shift.

TVUP also provides its TV platform as a turnkey solution to virtual operators, allowing them to provide the best linear and non-linear TV offerings without CAPEX. It meets all their technology, content, approvals and operational needs and can be up and running in 72 hours.

Finally, The Channel Store allows content providers to monetise content quickly and easily with the creation and distribution of FAST (Free Ad Supported TV) channels on the main streaming services and technology ecosystems. These channels offer free live content in exchange for advertising. Over 400 channels are currently up and running on TVUP's channel infrastructure.

## The challenge:

### Technology that adapts to rapid growth

OTT providers that want to grow their business and access new revenue streams, content providers seeking to reach a larger audience, and consumers looking for new and exciting content all have a common trait: they demand services that are reliable, innovative and easy. To meet this demand, TVUP needed to focus on its core business instead of the network and storage technology. **(Cont'd.)**

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— Rubèn Miró,  
TV product director  
TVUP



“Working in this highly competitive, fast-moving industry where end users expect the latest features and capabilities, we needed to find a technology provider which would work with us like a partner,” said Rubèn Miró, TV product director at TVUP. “As a start-up, it is important that our partners can move as fast as our business does, keeping on top of change, adapting to it and helping to overcome any challenges along the way.”

## The solution:

### A scalable, high-performance CDN

Lumen Content Delivery Network (CDN) services provide TVUP with fast, secure, reliable content delivery over a massive global network that brings content closer to users.

Extremely high levels of performance and scalability reliably meet the demands of today’s viewers, and content, information and customers are protected through an inherently secure infrastructure. Lumen also provides resilient, flexible cloud-based storage.

“We started a trial with Lumen in 2021 and we have been very happy with the reliability and performance of the service,” said Rubèn. “We chose to continue working with Lumen after the trial because of the responsive and personal service it provides, and the commercial and technical flexibility it offers. Lumen’s global network footprint, which includes Latin America where we operate, was also a factor.”

## The benefits:

### A flexible approach to support TVUP’s growth

With start-ups, it is often difficult to predict fluctuations in revenue and demand, so fixed charges and restrictive agreements can be problematical for the business.

“What we found in Lumen is a partner and a solution that could be strongly tailored to our business and technical needs,” said Rubèn.

“The price was competitive, but for us it’s more about how Lumen spends time understanding our company and creating commercial flexibility to allow for the fact that we are a new business and we need adaptability from our partners.

“Our growth is fast but unpredictable and Lumen has also shown that it is able to support us technically and respond quickly to our changing needs.”

The reliable, high-performance service that Lumen provides meets the expectations of both consumers and operators. “The service performs well and absolutely meets our requirements,” said Rubèn. “What’s particularly important for us, however, is the personal relationship we’ve built with Lumen and how the team does its best to work with our business and resolve any challenges that we come across.

“We intend to expand our operations in Latin America, and we have major plans to grow what we’re doing in Spain. We look forward to continuing to work closely with Lumen as we put these ambitious plans into place and create exciting new offerings for viewers, content providers and operators.”