

BROCHURE

Vyvx Solutions for Media & Entertainment

Technology leaders: rise above a crowded content space with a comprehensive, flexible and scalable approach to media distribution.

Getting an edge in global media distribution

The media landscape looks vastly different than it did only five years ago. “Media” is no longer solely the realm of production studios and television stations. Social networks, gaming sites, and user-generated content platforms are media companies. Internet service providers and technology giants are also foraying into the music and video space. E-learning services, faith groups, local newspapers and even fitness companies now use video more than ever to reach wider audiences.

As video and technology merge, the face of media is changing; development teams are agile, software and cloud computing have replaced hardware-based workflows, and black-box technologies have fallen out of favor. Media companies need solutions that are adapted to new challenges and new ways of working.



The Lumen Vyvx approach

Lumen Vyvx can help to meet the scale, flexibility, and reliability imperatives of a new generation of media companies. Our Vyvx solutions are the Gold Standard in broadcast distribution, from acquisition & adaptation to delivery, providing a fully managed video distribution solution.

With one of the largest wholly owned fiber IP networks in the world, Lumen is well positioned to provide the capacity needed to support the massive growth of online video. Consistently ranked the best-connected global network, Lumen possesses great advantages in helping to manage and deliver our customers' content.

In addition to the strength and scale of our global network, Lumen brings innovative capabilities that help businesses deliver better user experiences and gain an edge in a crowded content space. Network is no longer about moving bits from point A to point B. Modern content distribution must combine a global network footprint with cutting-edge software capabilities.

Lumen Vyvx aims to deliver these advantages in a customer success approach that measures the outcomes that matter most – end user experiences. Our customer success teams operate as an extension of our customers' DevOps and site reliability engineering (SRE) teams, using data to identify opportunities for improvement and helping to enable our customers to exceed performance objectives.

The Vyvx Business unit has over 35 years of experience in broadcast media distribution industry. Our solutions span the entire media workflow, from video acquisition, to adaptation, enrichment, origin, caching, security, and optimization. Discover the Vyvx offerings that have helped broadcasters delight audiences worldwide.

Acquisition

The Lumen Vyvx® line of fiber, IP connection solutions

Full-time television distribution services were traditionally dominated by satellite, which were prone to compression, latency and operational overhead, along with limited scalability. Multichannel video distributors seek to reduce costs, and over-the-top video providers have created a new market for the delivery of 24/7 channels. These businesses require scalable solutions that minimise infrastructure investment and operational complexity as IP workflows increasingly become the norm.

Managed Fiber

For broadcasters that need to transform camera footage to digital assets for OTT distribution, Vyvx® Broadcast Solutions offer a comprehensive portfolio of managed transport services, including content acquisition, contribution, and distribution across our dedicated global fiber network.

Lumen Vyvx provides broadcast transmission solution across North America, Europe, Latin America and Asia Pacific. With the global coverage provided by our points of presence and on-net marketplace, high-quality SDI, MPLS and satellite feeds can be reliably and securely replicated and delivered to multiple end points across our network.

From over-the-top (OTT) to channel distribution, Lumen brings 30+ years of video experience, connecting hundreds of professional and college sports venues, multiple broadcaster and studio locations, and the major cloud platforms. Vyvx has supported thousands of major sporting and entertainment events, including the Super Bowl, Academy Awards, and the World Cup.



Interconnectivity

Lumen Vyvx® Cloud Connect leverages our tier-1 backbone and managed service provider relationships to provide direct, secure fiber connectivity into major cloud providers including Google Cloud, AWS, and Microsoft Azure. Bring your video feeds directly and cost effectively from the Vyvx network into your cloud environment and on to your chosen transformation and origin solutions.

Internet Transport

For companies that prefer to transport certain video content over the public internet instead of managed fiber, Lumen has expanded the Vyvx® product line to include Vyvx Edge. This expanded product offering includes support for SRT & RIST encoded video delivery, as well as the ability to view service health and status of active transmissions including packet loss, recovered packets, round-trip time, retransmits, and signal presence.

- 350,000 miles of route fiber across the globe
- 2.6 billion dedicated broadcast service minutes in 2023
- Approximately 14,192 live sports and special events services annually



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