



BT TV Adopts Telestream Vantage for Enhanced Multiscreen OTT Media Processing

Leading UK Telco service provider enhances business agility with Telestream; Introduces robust multiscreen services to better serve millions of consumers

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The Company

BT TV is a subscription IPTV service offered by BT, a division of United Kingdom telecommunications company BT Group, and was originally launched as BT Vision in December 2006. As of the end of 2017, BT TV has 1.8 million customers.

BT TV provides on-demand content, 30 entertainment channels (18 of which are available in HD), nine children's channels, 11 Movie channels (Sky Movies) and five live sports channels (BT Sport & Sky Sports). BT Sport channels are available in SD and HD through IPTV signals. BT Sport, ESPN and AMC from BT are now available in non-fibre areas over IPTV using copper multicast where available.

As BT TV transmits channels and content through IPTV, BT requires customers to sign up to the BT Broadband internet and phone service to use BT TV, with connection via BT's official router, BT Home Hub.

The Challenge

BT TV operates in a fierce commercial environment. One where broadcasters compete daily for viewing audiences – ultimately, they compete for eyeballs. This ambitious project was fuelled by BT TV's need to enhance its business agility and support business development goals focused on its OTT VOD operations.

The challenge was to create a media processing environment which enables the shortest possible delivery times for multiscreen formats, which was paramount due to the time constraints of the project and extremely large volume of content to be processed.

“Vantage contributes significantly to our business agility,” explains Peter Harvey, Head of Content Operations (VOD and Digital Media) at BT Technology. “The fast turnaround times of our multiscreen files allowed our new App and Web product to launch on time. We are also currently looking at the Speech-to-Text model to assist with subtitling requirements and a number of other elements that are currently under development.”

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The target was to employ a media processing platform that allowed BT to launch enhanced features into the BT TV APP & Web player, enabling customers to access multiscreen versions of any rented or purchased content with the minimum of delay. The project supports the BT TV APP across iOS and Android devices as well as Amazon tablet. A later release will incorporate access to large screens, including Apple TV, Chromecast, Amazon Fire TV/Firestick and Samsung Smart TV's.

The Solution

The company evaluated all of the available transcoding options and found that Vantage offered high quality content in the widest range of multiscreen formats, with media processing times that are significantly faster than any other platform.

Working with Telestream's local Channel partner, Boxer Systems, to specify, install and configure the system BT has installed the Vantage Media Processing Platform. This move creates a robust, high-speed multiscreen media processing solution with automated quality assurance to better serve BT TV customers.

At BT TV's London-based technical headquarters, Vantage is being used to analyze the technical properties of VOD content, extract and create appropriate metadata which is used to drive Vantage workflow decisions and to transcode VOD content into high quality multiscreen formats for OTT delivery. In addition, Telestream's Switch player is now the company's media player of choice, with multi-format support, solid file inspection and support for captions and subtitles playback.

The Results

At BT TV, Vantage has added power, speed and elegant workflow orchestration to the broadcaster's multi-screen content preparation and distribution operations. BT TV reports that Vantage is up to 30 percent faster than its previous transcoding platform.

For more info, visit:

<https://www.telestream.net/>

“The fact that Vantage can be used as a workflow tool - replacing or substituting some MAM functionality - the turnaround speeds of multiscreen files, and the further options to utilize Telestream's elastic transcoding option, if required, were all strong drivers in our selection decision,” explained Harvey. “Already, we are formulating exciting plans for additional ways in which we can utilize Vantage in our core business operations.”

“The Vantage Workflow Designer has proved popular with our team as an easy to understand, yet powerful and dynamic toolset. Vantage has given greater control of our VOD processing, reducing manual effort and helping the team to work more efficiently. It has reduced multiscreen media transcoding times by up to 30 percent, which was key in selecting Vantage.”

– Peter Harvey, Head of Content Operations (VOD and Digital Media) at BT Technology.



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