

DOING BUSINESS IN MEDIA JUST BECAME EASIER

Digital Video Network



Welcome to the Digital Video Network, the platform chosen by much of Australia's media and broadcast community for more than a decade. With our new network, we provide a host of innovations for more flexible and reliable movement of media content.

Today, media organisations are faced with increasing complexity. There is an increased reliance on partners as more content is aggregated rather than produced on site. There's also proliferating formats and a shift from linear to file based content. And as always, broadcast reliability is essential.

The Digital Video Network helps you overcome these problems to connect and share content with your sites, partners and audiences in a way that is simple and cost-effective.

Purpose built for today's media industry

Designed from the ground up to address the distinct needs of your industry, the network is built on dedicated high-capacity fibre with a streamlined topology and robust media nodes to deliver peak performance and reliability.

The core network has in-built redundancy for real time video, while hitless mode comes as standard helping ensure high availability through two geographically diverse paths throughout the core. You can also enhance 'last mile' resilience through upgraded on-site equipment and dual fibre paths to the media node.

The solution has been configured to more easily adapt to your changing needs. Increase or move sites, add and change features in a standardised and streamlined way with full support from our team of experts. For simplicity, on-site equipment is fully managed and ready to go with your choice of connectivity options.

More ways to move your content

The platform caters to an extended range of signal formats including HD, SD and ASI, so you can acquire, share and distribute content how you want in real time. We've also introduced capability for non-linear file transmission, so you can quickly transport large media files.

The powerful interchange capability lets you connect to other organisations on the Digital Video Network making it easy to share real time content with your partners. The solution also offers the option of a global media switch for seamless international connectivity.

Just as important, you can access content for sports and special events more affordably. Our itinerant service is connected to 33 of the major sporting venues across Australia, allowing our customers to easily and affordably acquire real-time video and media data content on a pay-per-use basis. Further, major broadcasters can utilise their itinerant service capacity between studios to burst capacity. You simply dial up the capacity you need for as long as you need, and only pay for what you use.

REAL TIME

Reliably move real time video in a range of industry formats.

FILE BASED

Transfer large file based content quickly and efficiently.

CONTENT SOURCING

Source content from more places – venues, partners and across the globe.

More control than ever before

A single, versatile web-based control system gives you anytime access so you can manage, monitor and control your video and data services.

Our multi-tenanted control system represents our first step towards a software defined networking paradigm for video. The software has accessible APIs for further application development and enhancement to control capabilities across the network. And everything is backed by our expert support if you need it.

Why Telstra for Digital Media Solutions?

No other organisation in Australia has as much experience designing, building, improving and managing networks as we have. We've applied our knowledge of operating some of the highest performing IP and mobile networks in the world to build a dedicated platform for the distinct needs of the media and broadcast industry.

Our record of investment is also second to none. We have committed to a roadmap of ongoing innovation to help meet your needs now and in the future and keep you at the cutting edge.

We offer a breadth of digital media solutions to enable your media strategy, from online delivery and revenue models to connecting with international content partners, and more. We can create multi-platform solutions that help you succeed in an increasingly digital world.

 contact your telstra account executive

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 telstra.com/enterprise/digitalmedia