



## Virtual Media Connect

Secure and reliable broadcasts, delivered over the internet

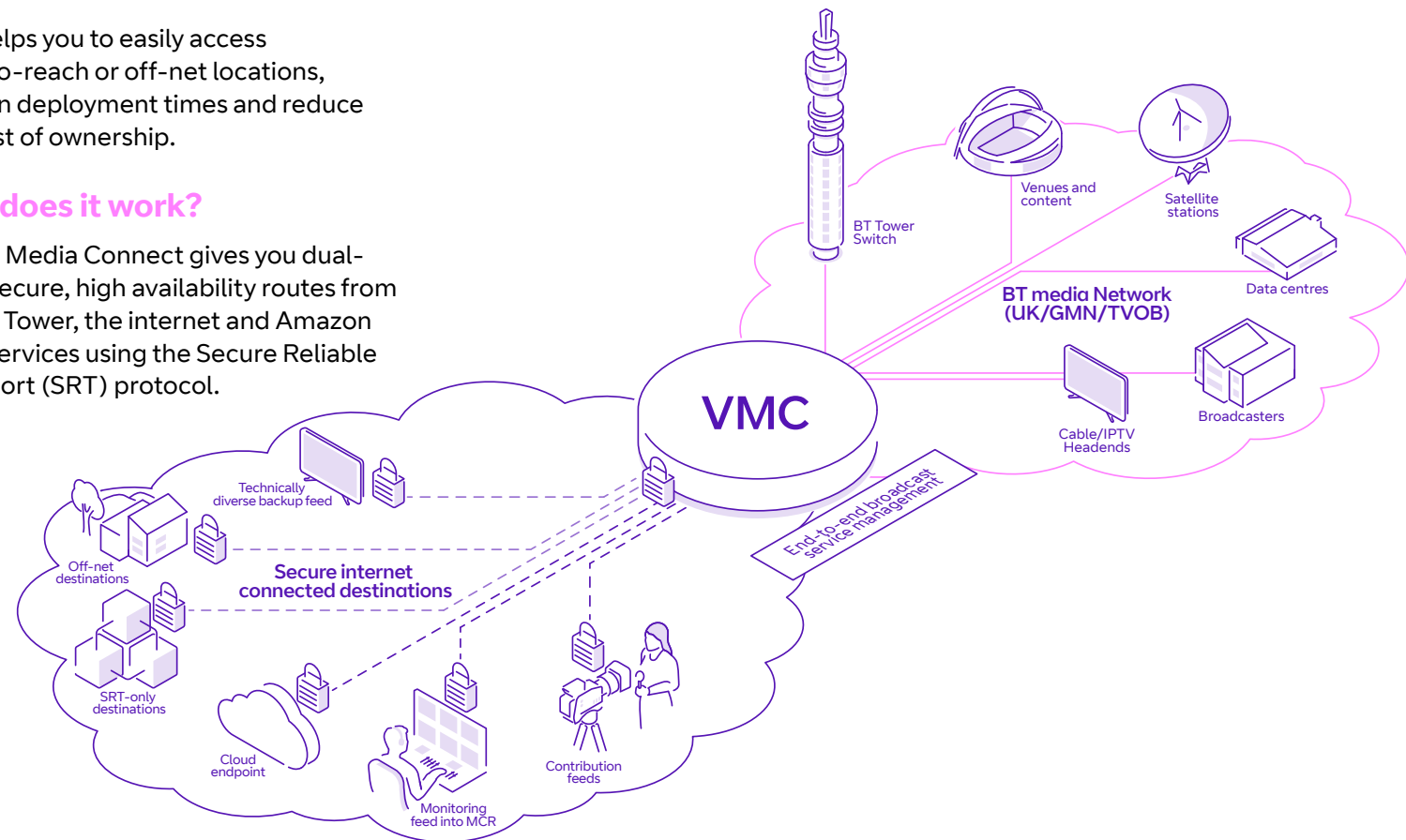
In the broadcasting world, security, flexibility and reliability are vital. And as internet and cloud technology have improved, they've become increasingly popular in the industry. It's estimated that nearly a third\* of media and broadcast businesses have moved their live streaming workflows onto IP solutions, giving them a valuable addition to their existing infrastructure.

With Virtual Media Connect, you can reliably deliver live video to off-net destinations. These are sites that are difficult or too expensive to reach with your traditional network services. Or you can set up a robust disaster recovery system in case of emergencies. Also, you can connect to any of your destinations available on our media networks, such as the BT Tower switch (in London, UK) and cloud services, from anywhere in the world.

This helps you to easily access hard-to-reach or off-net locations, shorten deployment times and reduce the cost of ownership.

### How does it work?

Virtual Media Connect gives you dual-path, secure, high availability routes from the BT Tower, the internet and Amazon Web Services using the Secure Reliable Transport (SRT) protocol.



## The big benefits

- **Global reach.** Easily increase live video feeds and destinations, including hard-to-reach and off-net locations.
- **Built-in flexibility.** Use Virtual Media Connect alongside your existing solutions.
- **Rapid on-net deployment.** Using your existing internet connections and equipment, you can establish your service quickly.
- **Cost effectiveness.** Only pay for what you need, when you need it.
- **Content access.** Get a direct connection to Europe's largest video interchange, the BT Tower Switch.



\*2020 ICT Enterprise Insights in the Media and Broadcast Industry

### Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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## Managed service wrap

We offer a highly secure and resilient method of transmission over the internet, as a fully managed service. It will be monitored and supported by our International Media Centre experts. Using our management portal, we'll analyse the performance of your service over the public internet. That way, you can have peace of mind, knowing your streams are stable.

## Disaster recovery and off-net delivery

You can use Virtual Media Connect to build disaster recovery to on-net sites. It's quick to deploy, and it can help you avoid the complexity of satellite backup. And as a cheaper alternative to satellite, you can get to more difficult-to-reach locations.

## Why BT?

- **We're a trusted supplier.** We work with some of the largest broadcasters globally and have built a strong reputation.
- **Join the connected community.** Become part of our connected broadcast community and watch new markets and opportunities open up. Whether it's a full-time solution or one-off events, you can deliver high-profile content at a competitive price.
- **You can rely on us.** Our portfolio of services offer availability up to 99.999%, so they're there when you need them.
- **We've got you covered.** We offer a diverse range of hosted equipment, software and internet access.
- **We offer proven performance.** We're a market leader in network connectivity, with a wide range of industry skills and experience.
- **We look out for your security.** Our media network is proactively monitored and supported by our International Media Centre.

## Media and Broadcast

Ready to broadcast online?

Call: 0800 679 060

Email: [mediaandbroadcast@bt.com](mailto:mediaandbroadcast@bt.com)

Or visit: [mediaandbroadcast.bt.com/vmc](https://mediaandbroadcast.bt.com/vmc)

