



Virtual Media Connect

Everything you need for secure, reliable and managed video delivery to any destination

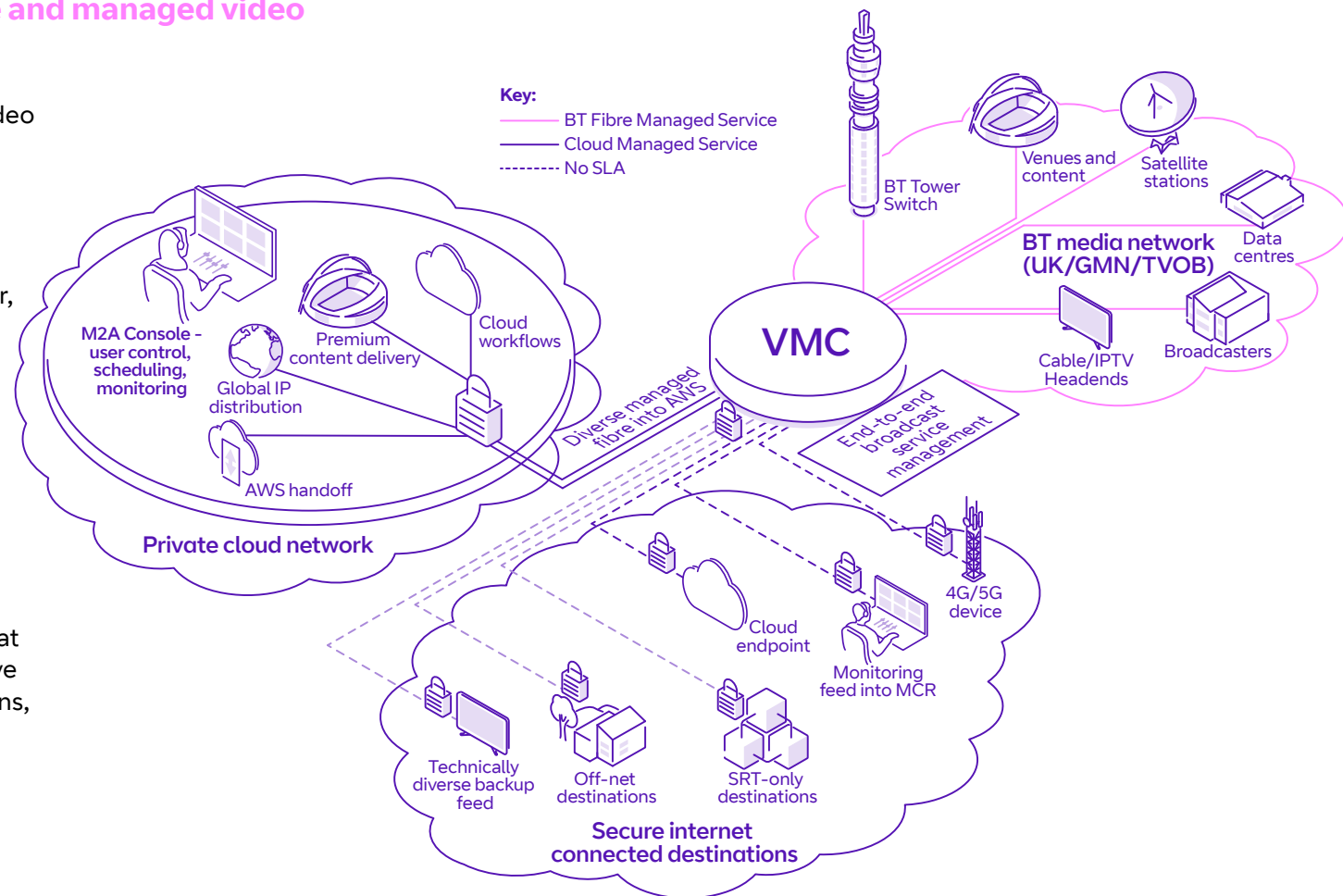
Virtual Media Connect (VMC) lets you deliver live video securely and reliably over the internet, to and from Europe's largest content exchange - managed and supported by our International Media Centre (IMC).

Cost-effective and simple to set up, it provides dual-path, high-availability routes from the BT Tower, the internet, Amazon Web Services or the mobile network. Using the Secure Reliable Transport (SRT) protocol, you can get video where it needs to be, whenever it needs to be there.

Why use VMC?

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.¹

VMC lets you capitalise on these trends, so you can make internet distribution a valuable part of your toolkit.



¹ 2020 ICT Enterprise Insights in the Media and Broadcast Industry



The big benefits

- **Global reach.** Get more content anywhere, including hard-to-reach and off-net destinations.
- **Built-in flexibility.** Use VMC seamlessly alongside your existing BT fibre solutions.
- **Rapid on-net deployment.** Get set up quickly, by using existing internet or mobile connectivity and equipment.
- **Cost effectiveness.** Benefit from occasional use pricing without compromising quality of service, making it ideal for disaster recovery solutions.
- **Content access.** Easily move your content into AWS using direct connections.

Our VMC cloud option

We also offer a cloud version of VMC, which lets you simplify your live video AWS workflows with a feature-rich, end-to-end, managed service and easy access to the BT Tower.

Using M2A Connect, it lets you easily aggregate, manage and monitor your live feeds in one place. And you can set schedules, and switch between feeds and frame rates, giving you greater control.

Scaling up is simple, and you can access high-value content from our network, giving you the power to increase your output and share content globally - supported by the experience and expertise at our IMC.

Benefits of our VMC cloud option

- **Managed service provider:** Benefit from broadcast-grade SLAs, connecting media networks and AWS-based distribution.
- **Control your feeds:** Manage and monitor your live feeds using a simple, broadcaster-friendly interface.
- **Transform your feeds:** Get flexible frame-rate conversion, transcoding, audio shuffling and more - all in the cloud.
- **Get peace of mind:** Guarantee delivery with 24/7 support, so you can set up and secure events across a resilient service.
- **Access the BT Tower:** Take and deliver video from Europe's largest content exchange into AWS.

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.

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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