



Situation

ABS-CBN Broadcasting is the largest integrated media and entertainment corporation in the Philippines, with the leading VHF and UHF television networks, including 35 television stations. The two networks reach an estimated 97% and 50% of all television-owning households in the Philippines, respectively. ABS-CBN is also a major radio broadcasting company, with 19 owned AM and FM radio stations and 10 affiliated radio stations throughout the Philippines. ABS-CBN is part of a wholly owned subsidiary called ABS-CBN Interactive, whose primary business is developing content for the mobile platform and managing online sites (www.abs-cbn.com).

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To ensure that their content was available on as many platforms as possible, ABS-CBN decided to offer on-demand delivery of their television and feature films to international audiences via internet streaming. When original attempts to offer streaming content using internal resources proved cost prohibitive, ABS-CBN relaunched their online subscription service with clear objectives in mind: **(1)** to provide cost-efficient streaming broadcasts; **(2)** to leverage the value of their content by providing a lower-cost alternative to their cable and satellite offerings, ahead of their competition; and **(3)** to offer streaming content as a "taste test" for customers to eventually move up to their cable and satellite offerings.

ABS-CBN Broadcasting Case Study

Solution

ABS-CBN identified a need for a streaming media partner who could offer not just a content delivery network, but who could understand their business, provide the right solutions, and keep ABS-CBN informed of new industry trends and best practices. After researching the market, ABS-CBN partnered with StreamGuys Inc.

StreamGuys began by consulting with ABS-CBN executives to gain a complete understanding of the requirements for their streaming media project.

The first phase of the service began with a rollout of redundant streaming media servers balanced across multiple data centers. In the unlikely event of a data center failure, services are automatically routed to the other data centers.

As ABS-CBN's content base has grown, StreamGuys has added servers to their cluster, providing scalability to their services. In this way, ABS-CBN is able to quickly expand their service offering to their customers while controlling costs.

Results

StreamGuys has provided ABS-CBN with a mission-critical service for their global subscriber base, substantially reducing costs and affording ABS-CBN an increase in revenue and available resources for future expansion. ABS-CBN has experienced a significant increase in customer satisfaction due to improved streaming performance, resulting in an increase in their subscriber base.

StreamGuys has become an invaluable partner for all of ABS-CBN's streaming needs. Enrique Olives, ABS-CBN's Director of Business Development remarked, "I think more than just a bandwidth provider, StreamGuys is able to help our organization by understanding our business needs, providing the necessary solutions, and acting as a consultant by keeping us abreast of new trends in the industry. StreamGuys is certainly a company that we rely on heavily for new insights and ideas."