zayo®

High Performing, Secure Connections to AWS

As online broadcasters and content suppliers undergo a massive digital transformation, migrating enterprise data and applications to the cloud provides both ease of access and protection of critical information. This move also has its challenges: ensuring security, establishing consistent performance, and keeping costs in control.

The Challenge

In 2016, a prominent European sports network, with over 20 million unique viewers worldwide, was given the rights to a series of sporting events. The organization envisioned a fully digital event for European viewers, covering over 100 events, and consisting of more than 4,000 hours of coverage, including 900 hours of live action – all available across multiple platforms and devices. With such an ambitious direct to-consumer streaming goal, the customer needed a reliable and secure connection to Amazon Web Services (AWS) in order to leverage the scalable benefits of AWS's video transcoding, packaging and distribution.

The Solution

The customer leveraged CloudLink by Zayo to create a private connection between their data center in the Netherlands and AWS's availability zone in London and edge cache in Amsterdam. This helped them securely connect their state-of-the-art transmission operations center to AWS with reliable high speeds. Live video feeds from the events were ingested into AWS's MediaLive transcoder, packaged for multi-screen viewing by AWS's Media Package, and then distributed for consumption on the customers platform via various content delivery networks (CDNs). By leveraging AWS, the customer also utilized AWS's Simple Storage Service (S3) for storage of video on demand (VoD) playback.

CloudLink by Zayo brought this solution to life. CloudLink is Zayo's direct, private and secure connection from enterprise locations and data centers to all major CSPs with bandwidth speeds up to 100G.

Benefits

By establishing AWS Direct Connect via CloudLink by Zayo, the customer was able to deliver a fully digital real-time and video on demand direct-to-consumer streaming service to a record 76 million viewers, leveraging Zayo's global backbone for:

Enhanced Security
Protecting licensed content and other sensitive data by providing a private and managed connection that bypassed the public Internet.

Optimized ROI
By leveraging private connectivity to AWS, customers benefit from AWS's scalable video transcoding, packaging and distribution services.

Increased Performance
High throughput, low-latency connections to AWS via a first and last mile, always-on, private connection backed by a 99.95% uptime SLA.

Speed and Bandwidth
Avoid interruptions in performance with reliable low latency and consistent speeds, up to 100G.

Find out more about leading edge networks and datacenters.
Learn more about Zayo: zayo.com/industries/media-entertainment/

About Zayo

Zayo Group Holdings, Inc. provides mission-critical bandwidth to the world's most impactful companies, fueling the innovations that are transforming our society. Zayo's 126,000-mile network in North America and Europe includes extensive metro connectivity to thousands of buildings and datacenters. Zayo's communications infrastructure solutions include dark fiber, private data networks, wavelengths, Ethernet, dedicated internet access and datacenter connectivity solutions. Zayo owns and operates a Tier 1 IP backbone and through its CloudLink service, Zayo provides low-latency private connectivity that attaches enterprises to their public cloud environments. Zayo serves wireless and wireline carriers, media, tech, content, finance, healthcare and other large enterprises. For more information, visit **zayo.com**.