EQUINIX®

Friend MTS speeds non-stop broadcast security on Platform Equinix®

Leading global provider of broadcast security and protection ramps up testing and production platform for major sporting event in record time, without interruption

Friend MTS delivered continuous, real-time protection for a major sporting broadcaster on Platform Equinix using Network Edge and Equinix Fabric™ to access the broadcaster's content feed and interconnect to Amazon Web Services (AWS), where its streaming and security platform resided. Equinix Metal® simulated broadcast traffic for testing, helping to bring the solution online in just a couple months.

Challenge

Friend MTS is a leading global provider of platform, channel and content protection services for companies such as BBC Studios, DirectTV, Discovery Channel, Sky and Viacom CBS/Showtime. The company needed to gain direct and secure connectivity between a sporting event broadcaster's content feed and its own content security and video privacy platform for a short-term event. Friend MTS then needed to quickly spin the interconnection back down once the event was over. Not wanting to waste time or CAPEX investing in new hardware networking equipment during the global pandemic, Friend MTS needed fast access to a virtual cloud routing device—proximate to the broadcaster—and the high-bandwidth, low-latency interconnection required to deliver a non-stop security service to its customers.

Solution

Friend MTS provides highly automated content security and anti-piracy solutions—global content monitoring, watermarking and fingerprinting—for media and entertainment and sports platforms around the world. To meet the requirements of a global broadcaster's multiday event, the company needed to quickly spin up a solution to effectively and securely receive the original content feed. It also needed to deliver the content feeds to its security platform on AWS for the video fingerprinting that would identify illegal activity, such as piracy. This process needed to happen very quickly and cost-effectively, and scale with no content transmission failures.

Friend MTS

About Friend MTS

Friend MTS is a leading global provider of platform, channel and content protection services. The company helps pay-TV operators, rights holders and broadcasters control where their video content flows and provides protection for linear, live and video on demand (VoD) content across broadcast and OTT providers, from forensic watermarking and video fingerprinting to content monitoring and legal enforcement.
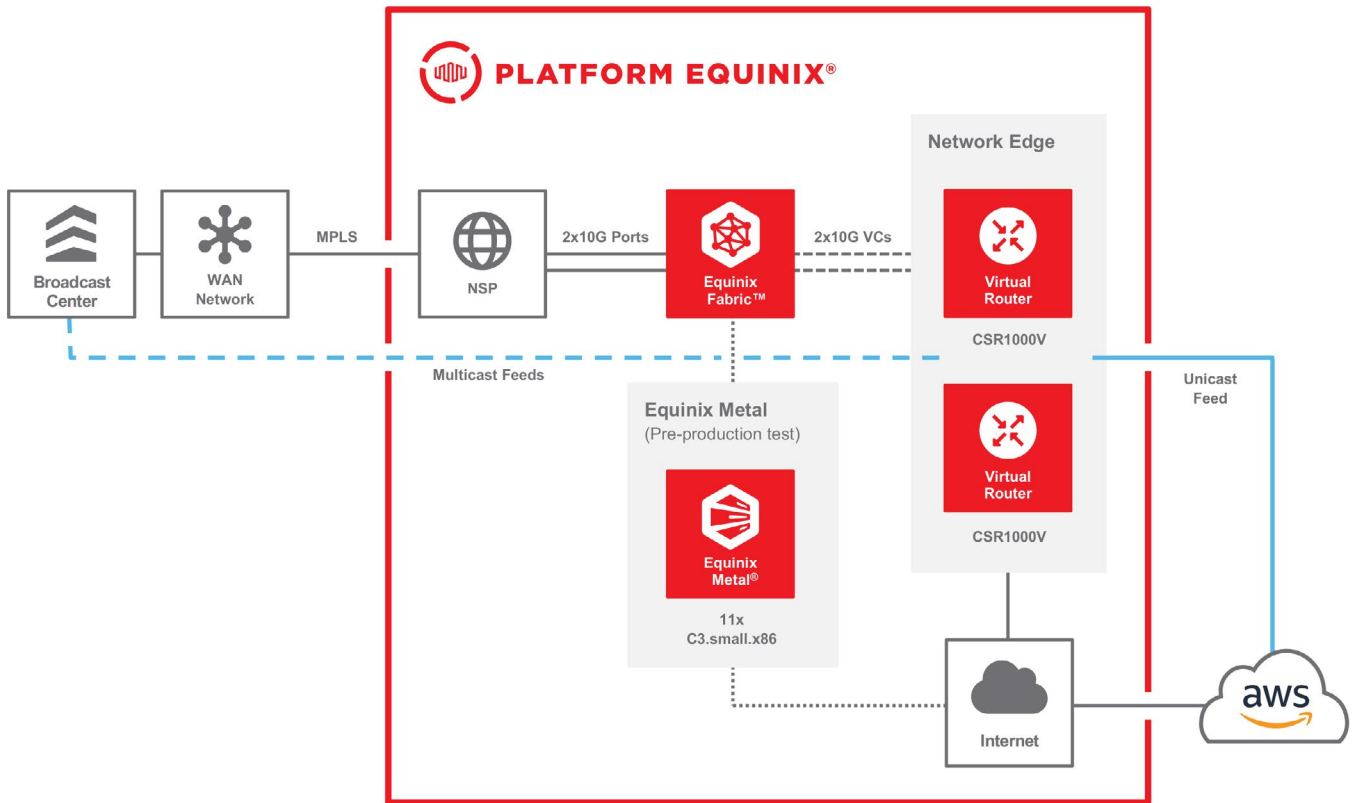
Friendmts.com

About Equinix

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

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Fortunately, Friend MTS's broadcast client was already leveraging Equinix Fabric in the Frankfurt, Germany, Equinix International Business Exchange™ (IBX®) data center to deliver its content feeds around the world. Friend MTS's network service provider (NSP) and AWS were directly accessible via Equinix Fabric software-defined interconnection, a powerful aspect of the interconnected ecosystems on Platform Equinix.

Friend MTS deployed a virtual router device in minutes using a resilient pair of Cisco CSR1000vs running on Network Edge in the Equinix Frankfurt IBX data center. The company tied everything together over redundant, high-speed, low-latency connections via Network Edge and Equinix Fabric to ensure the solution ran continuously during the entire event. Equinix Fabric with AWS Direct Connect provided an easy on-ramp to the Friend MTS platform of fingerprinting appliances on AWS. This solution enabled Friend MTS to encapsulate the broadcaster's multicast traffic feed as unicast traffic and then decapsulate it on AWS. This meant its broadcast customer was not required to make any bespoke customizations to directly stream the feeds to Friend MTS.

In addition, Equinix Global Solutions Architects worked with AWS to help Friend MTS understand the available interconnection options between its NSP and security platform on AWS, giving them a fast and easy repeatable solution for future customer deployments from start to finish. With access to AWS Direct Connect in 37+ business-rich markets on Platform Equinix and a choice of 1, 2, 5 or 10 Gbps Hosted Connections, Friend MTS has the ability to expand its content security and anti-piracy platform with Equinix and AWS worldwide.

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"Equinix gave us a faster, more cost-effective way to provision a virtual cloud router using Network Edge than buying hardware for a short-term engagement. The proximity inside Equinix to our broadcast client's feeds and low-latency connectivity to AWS via Equinix Fabric delivered the continuous performance we needed and gave us a scalable, repeatable turnkey solution for the future."

James Caselton, Head of Product, Friend MTS

"Friend MTS needed to quickly deploy a secure, scalable and cost-effective solution to move its customers' content feeds to its security and anti-piracy platform on AWS. With Equinix Fabric and AWS Direct Connect, Friend MTS achieved fast, secure and scalable interconnection to AWS. Bypassing the public internet via dedicated connections to AWS ensured greater reliability, security and network performance while reducing operating costs, giving Friend MTS a repeatable solution on AWS that could scale with their business."

AWS Partner Development Manager

Prior to production, Friend MTS harnessed Equinix Metal, an automated, interconnected Bare Metal as a Service (BMaaS) offering, to generate broadcast-quality multicast traffic as a proof of concept. Friend MTS simulated all possible scenarios—normal and failure—running approximately 1 Gbps of monitoring traffic. This gave Friend MTS the confidence it needed to go into full production with its security solution and a turnkey solution to scale for larger engagements in the future, all running on Platform Equinix. Friend MTS could set up and tear down the solution in hours and run it using a more cost-effective OPEX model, without adding additional hardware.

"In today's digital world, video broadcasters are constantly combating global piracy threats, which can be extremely costly and damaging to their business. Network Edge enabled us to deliver an agile, cost-effective and resilient solution for safe-guarding our global broadcast customer's valuable media assets... before they were even threatened."

James Caselton, Head of Product, Friend MTS

Benefits

Digital infrastructure on demand
Access to network and cloud service providers and a wide choice of connectivity and edge services, such as virtual cloud routing and BMaaS, that can be spun up and down on demand.

Outstanding video broadcast performance
Network/application performance using greater bandwidth and lower latency via Network Edge and Equinix Fabric high-speed virtual connections between Friend MTS's content broadcast customer, NSP and its security platform on AWS, delivering outstanding VoD performance.

Proximity to partners and customer ecosystems
Low-latency connectivity to local network and cloud partners and customers within a single data center, and if required, in any Equinix IBX data center.

Trusted, continuous uptime
Redundant virtual cloud routing devices and network connections ensured that Friend MTS provided continuous security services to its broadcast customer.

Cost savings and faster time to market
Faster, more cost-effective proof-of-concept testing via Equinix Metal BMaaS and deployment of Cisco virtual routing devices via Network Edge enabled Friend MTS to quickly ramp the solution up and down as needed.

Repeatable model and outstanding results
The exact configuration used by Friend MTS was replicated and spun up quickly for its broadcast client's next global event, with the same outstanding results.

Solution components

Network Edge
Provides virtual network services that run on a modular infrastructure platform, optimized for instant deployment and interconnection of network services.

Equinix Fabric
Connects digital infrastructure and services on demand at software speed via secure, software-defined interconnection.

Equinix Metal
Automated, interconnected Bare Metal as a Service solution deploys physical infrastructure in minutes, with an OPEX model.

Equinix Global Solutions Architects
Equinix technical experts help maximize the return on IT investments.

Results

- Digital infrastructure on demand
- Outstanding video broadcast performance
- Proximity to partners and customer ecosystems
- Trusted, continuous uptime
- Cost savings and faster time to market
- Repeatable model and outstanding results

Learn more

To optimize your company's product/service delivery with outstanding performance and uptime, contact your Equinix account manager.

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Power your digital leadership at Equinix

On Platform Equinix®, digital leaders bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed. On a single global platform, place infrastructure wherever you need it. Connect to everything you need to succeed. Seize opportunity with agility, speed and confidence.