



Case Study

Company: NET-36 Internet Broadcast Network

Business: High-speed delivery of content streams via satellite

Challenge: To become the leading Content Delivery Network for broadband

Solution: RealSystem iQ and RealNetworks Professional Services

NET-36 Conquers Content Distribution From Space

Connecticut-based NET-36™ is a content distribution network owned by global broadcasting giant PanAmSat. Designed to bypass the congestion of terrestrial Internet lines, NET-36 enables producers to stream content via satellite directly to DSL providers, ISPs, and broadband networks. In turn, cable networks, entertainment companies, news services, and corporate enterprises can deliver live, digital programming to audiences at high speeds with original-quality video and audio. Thanks to their partnership with RealNetworks®, NET-36 is now positioned to be the premier Content Delivery Network to help producers effectively generate revenue through the use of their content.

Creating a digital sky-to-earth network

PanAmSat's satellite network reaches 98 percent of the world's population and transmits an average of 7,000 hours of traditional broadcasting programming each month. NET-36's unique position to leverage their satellite network for delivering digital audio and video enabled them to get their digital media delivery business up and running quickly. To make their plan a reality, however, the satellites had to be able to send multiple streams of digital media simultaneously to many different edges in an earthbound network—something that had never been done before.



"RealNetworks understanding of our business has been key to our success. We are thoroughly impressed with their customer management, service, and technical support."

- Bill Moses, President, NET-36

RealNetworks Enables Satellites to Stream

In just three months, RealNetworks enabled multicasting via satellite—with onsite deployment and integration support helping NET-36 meet an aggressive launch deadline. The solution worked so well that this functionality was incorporated as a basic feature of RealSystem® iQ™. RealSystem iQ is a robust, standards-based, end-to-end system architecture that can provide a single common framework for global digital media delivery.

"RealSystem iQ's ability to support satellite and terrestrial transmissions is an important part of implementing streaming media via our satellite-to-edge network," states Bill Moses, President of NET-36. "With greater streaming capability and reliability, RealNetworks technology offers superior digital media delivery."

Helping content owners earn their keep

RealSystem iQ also provides flexible strategies for generating revenue. NET-36 offers its customers the ability to leverage several business models, including pay-per-view (ideal for entertainment) and subscriptions (good for news), as well as ad insertion (successful with high-profile events).

Lowering costs with broad flexibility

RealSystem iQ supports RealAudio®, and RealVideo®, as well as Apple's QuickTime streams to QuickTime Players. As a result, Net-36 does not need to add additional servers or IT staff to support another architecture, enabling them to enjoy lower administration and maintenance costs, while reaching a wider audience base. Currently using Dell servers with Linux, NET-36 will soon transition to Microsoft Windows 2000. Thanks to RealNetworks open, platform-independent system, their migration to a new operating system will require no hardware replacement or system restructuring. RealSystem iQ also allows servers to be dynamically reconfigured on the fly without having to do a system restart, making for the highest quality audience experience.

NET-36 offers a particularly exciting benefit to its customers—uninterrupted performance during live events. With RealSystem iQ, NET-36 is able to send redundant streams from RealSystem Producer to RealSystem Server, providing a fail-over feed in the event of equipment failure or network outage. This feature of RealSystem Server, Neuralcast™ Live Redundancy, assures signal acquisition and stream delivery during mission-critical live events.

The NET-36 Satellite-To-Edge Streaming Media Solution

RealNetworks Components

- A distributed network of RealSystem Servers with Neuralcast Live Redundancy
- RealSystem Producers with ActiveX interface to control remote encoders
- RealNetworks Professional Services and Onsite Support
 - Simple Network Management Protocol (SNMP) plug-in to remotely configure and monitor RealSystem Servers
 - Media system architecture recommendation for successful and timely deployment of RealSystem
 - Extensive testing and reporting of RealSystem performance in NET-36's satellite network environment
 - Consistent, responsive support assuring high-quality deployment