

# Antena 3 Television relies on Flumotion

Spain's second most viewed television channel has chosen Flumotion to broadcast programs and series over the internet.

## Introduccion

Antena 3 Television has become the second most viewed television channel in Spain with an 20,2% average share of the audience (May 2008). Since June 2003, Grupo Planeta along with De Agostini is the main shareholder. The company has been quoted on the stock exchange since October 2003.

The station based in San Sebastian de los Reyes is convinced that the new scenario set by information technology (IT) will generate greater opportunities and that's why they're moving towards online content. They've opened up a channel on the popular site YouTube and they're streaming the programs of their main channel as well as those included in TDT channels Neox and Nova. They also offer video-on-demand TV series, which is their most popular product.

## The challenge

Television over IP presents an important challenge for today's television stations. Antena 3 Television wanted to lead this revolution in Spain, and was looking for an end-to-end solution that would offer a no risk quality broadcasting with low distribution cost.

Flumotion has developed a multi-format streaming platform using its own technology and has made it available to Antena 3 Television. This has allowed them to transmit their main channel's content, as well as that of TDT channels Neox and Nova (Live) and their popular TV series , 'El Internado' (VoD), in a simple, efficient and cost-effective way. In addition they offer the live broadcast of Europa FM, a music radio station belonging to the Antena 3TV group, over the Internet.

## Why Flumotion?

The deciding factor in the channel's decision to work with Flumotion was that they could offer services that the current provider couldn't, at a low cost and with a quick turn around time for production. Flumotion isn't just a company that speaks in tech talk; it's also a company that understands the language and market of its clients.

"For us, the most important thing, in addition to having a highly-reliable solution, is to know that there's someone on the other end who is attentive to our needs—someone who allows us to manage our broadcasts in a dynamic way, seeking solutions for each instance", says **Jesús Moreno**, Marketing and Content Manager for Antena 3 Multimedia. "In this sense, we are very comfortable working with Flumotion", he adds.

## End-to-end solution

The first advantage of Flumotion's service is that it's an end-to-end solution that covers the entire value chain, from the acquisition of the signal to content delivery. The capture is done directly by one of the company's own data centers, which results in maximum image clarity since it can be encoded from a MPEG2 signal. Additionally, the client does not have to dedicate a line (ADSL, point-to-point, etc.) to send content to the platform. This eliminates single points of failure in the streaming process.



ANTENA 3

## Antena 3 Television

[www.antena3tv.com](http://www.antena3tv.com)  
[www.europafm.com](http://www.europafm.com)

## Area

Media and IT

## Solutions

- Live Streaming
- VoD Streaming
- Capture-Encoding
- Advanced Features: (Easy Live Copyright Management, geoblocking, Integrated Billing System...)

## Benefits

- A no risk end-to-end solution
- Multiformat platform: maximum adaptability
- Availability, scalability (up to 1 Gbps traffic per program) reliability
- Cost reduction

EUROPAFM

NOVA

ANTENA 3 neox

## Multiformat platform

Flumotion's streaming platform is a Streaming Content Delivery Network (SCDN) developed to run on Linux servers. It is capable of serving different formats from Windows Media, MP3, or Flash to the free format Ogg-Vorbis-Theora. Therefore, it can reach 100% of end users no matter which operating system they use (Windows, Mac, or Linux). This holds true even for live services such as, Video on Demand (VoD). Flumotion's software can code a single piece of audio or video content into a wide range of formats or levels of quality based on the client's specifications.



## Advanced features

### Easy Live Copyright Management

With content being released on the internet, television channels must face the complexity of managing Copyright more than ever before. Flumotion has responded to this challenge by developing a management application that allows copyright protected live broadcasts to be cut off and substituted with pre-recorded content. This means that users are not left with out viewing content and that the service is perceived as authentic television through the internet.

### Integrated Billing System

Antena 3 Television's objective is for users to watch paid content wherever and whenever they want, regardless of the computer or internet connection, something that is limited by Digital Rights Management (DRM). To help them meet this goal, Flumotion has integrated an advanced billing system which works much like a pre-paid card. Payment is made based on the number of hours watched by a user and this is deducted from a fixed balance.

### Geoblocking

The ability to restrict content access to connections made from Spanish IP addresses is another service offered by Flumotion, which is used by Antena 3 Television.



## VoD: El Internado

Special mention should also be made in regards to Antena 3's star series, which has over 4 million viewers and claims over 20% of the television audience each week. With almost 9,000 simultaneous users, it uses more than 4 Gbps bandwidth for just one episode.

All in all, Antena 3 has found Flumotion to be the streaming provider they were looking for to help them lead the IPTV and Web TV revolution.

## About Flumotion

Flumotion is a technology company specialized in the development of software for streaming offered by its own multiformat server and a unique next-generation platform capable of serving the most popular formats (Flash, Windows Media, Mp3, H264, AAC, Ogg ...) both live and on demand.

Leading media entertainment companies like Antena3, RTVE, COPE and ADNTV.es rely on our state-of-the-art technology which offers services fulfilling all of their needs: acquisition, encoding, transcoding, distribution in various formats and even the implementation of advanced services (payment

solutions, authentication, the insertion of advertisement, instantaneous recording...).

With this innovative technology and its unique servers, Flumotion succeeds in drastically reducing the costs associated with generating and distributing multimedia on the Internet.

Flumotion counts top world-class technology companies like NTT Europe Online, British Telecom, Telefonica and Sun Microsystems among its partners.