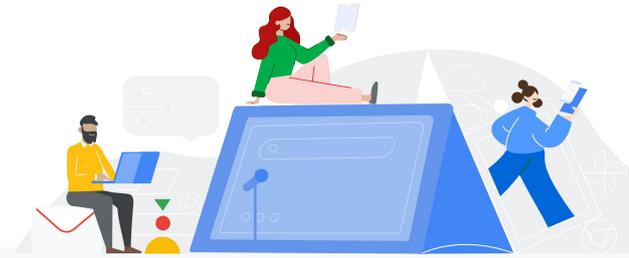
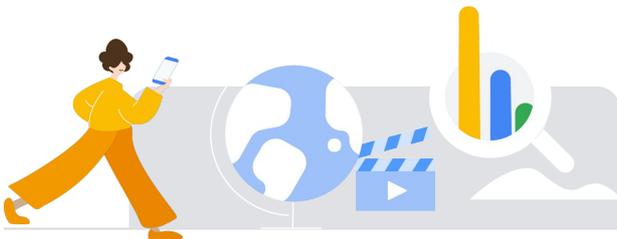


Broadcast Modernization with Google Cloud



With the shift to direct to consumer, Audience viewing habits are shifting towards digital consumption of content. By 2023, **62%** of media and entertainment revenues will be digitally driven.

Broadcasters must modernize their infrastructure to In order to capitalize on this shift,



Moving to the cloud can create opportunities for broadcasters today

- Automate content management and distribution workflows
- Modernize infrastructure and break down data silos
- Reduce storage and archival costs
- Protect data and proprietary content
- Stay nimble as M&A activity grows

Our vision for modernizing broadcasters

Google Cloud is a cloud built for broadcaster needs. From powering your audience experiences with our ingest, transcoding, and linear playout solutions, to tapping into our extensive partner ecosystem to built best-of-breed offerings, to leveraging our professional services teams to meet your requirements with custom media solutions - our vision, driven by a team of entertainment experts, can help you deliver a next-generation success for your business.

Media companies on a journey with Google Cloud

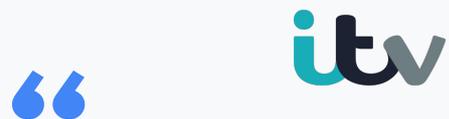


Why Google Cloud for Broadcasters

			
Global network and connectivity	Secure and flexible infrastructure	Smart content and analytics	Open and modern development
Improve customer experience with a low latency privately managed network	Scale up or down to optimize compute with customizable VM sizing and preemptible instances	Drive content monetization and personalization by ingesting, storing, and analyzing data at scale	Modernize, build, and run apps on-prem or on hybrid/multi cloud with Anthos

ITV uses Google Cloud to deliver a higher quality live viewing experience through data

-  Alerts on live online viewing issues within 2 minutes, instead of 10
-  Scales real-time analytics on 1M viewers automatically using BigQuery
-  Built a custom viewer analytics solution in 3 months versus 1 year at other major broadcasters



We now do **data analytics like no other broadcaster**, because we've built it all ourselves, for ourselves, without worrying about infrastructure”

Director of Direct to Consumer Technology and Operations, ITV

Our Professional Services (PSO) teams are ready to meet your requirements with custom white-glove enablement

Our PSO Engagement Managers can help scope out needs and requirements and our PSO Media Advisory Team can help align internal teams and partners to ensure successful delivery.



Start your Broadcast Modernization journey today

[Engage the Google Cloud team](#) to develop a Proof of Concept or deliver a pilot solution