

Digital Media Broadcasting Corporation

Imagine watching your favorite sporting event on-demand, over a broadband connection. Now imagine watching that event on the same screen where you can access interactive content – such as "clickable" ads – and have your e-commerce transactions securely managed on the back-end.

Go even farther, and imagine that scenario for medical, government, and entertainment events around the world.

Welcome to the capabilities of Digital Media Broadcasting Corporation (DMBC). DMBC delivers specialized broadcasts directly to target audiences via broadband and wireless technology over a dedicated, secure network



The Challenge

DMBC spent several years doing in-depth research, discovering pent-up demand, then implementing the plan to bring to market this type of on-demand broadband-based broadcast scenario.

From the word "go", things happened at lightning speed. Time to market was critical – building the network to support this type of initiative seemed a daunting task. In order to stream live and on-demand video broadcasts to anyone with a broadband connection, DMBC needed to build a network that could:

- Simultaneously broadcast quality streaming video in a single view together with interactive collateral content, such as clickable advertisements
- Securely broadcast protected media content simultaneously to many viewers
- Securely manage customer data storage and e-commerce transactions
- Be able to create new vertical networks (entertainment, sports, medical, government, etc.)
- Be able to scale to support high customer volume

The two most difficult requirements were the need for quality video delivery and the need for rapidly integrating multiple solutions and packaging them into a system that could quickly be brought to market.

The Solution

The first part of the solution came in the form of a series of partnerships – with SAVVIS Communications, OMS Online and Edge Technologies.

The SAVVIS Content Delivery Network (CDN) provided the ability to deliver quality video over a dedicated network. OMS provided an e-commerce system, a customer and inventory database, and Microsoft Digital Rights Management (DRM). Edge Technologies' enPortal served as the integration platform designed to bring all the pieces together.

Edge Technologies' enPortal is a secure integration platform. enPortal has the ability to collect, combine, and aggregate information from multiple tools and technologies in a matter of days. The enPortal architecture provides multi-tiered integration capabilities,

//
*Now that this network is up and
running – and running well,
I might add – we can clearly see
how far the possibilities can go.* //

Dennis Butts
Chairman & CEO
DMBC

single sign-on access, vault-tight security, and the ability to implement advanced solutions in a series of out-of-the-box offerings that eliminate "time" as an implementation factor.

As "time" was one of the primary considerations in the project, DMBC did not consider competing integration or portal products, as they would have required too much time, effort, and money in order to build a single integrated solution.

The entire system was built and deployed in about three months. The initial system was launched as www.sportsview.tv, a public web site that delivers live and on-demand sporting events for individual purchase.

The Benefits

Today, Sportsview.tv is up and running well. Customers log in to watch their favorite sporting events – events that they would otherwise have no way to see live (or on-demand, at their leisure).

"It's quite an accomplishment to be able to provide people with their own personal TV network," said DMBC chairman and CEO Dennis Butts. "And now that this network is up and running – and running well, I might add – we can clearly see how far the possibilities can go."

With the rapid implementation time, the flexibility designed into the system, and continued success of the project, DMBC is now able to branch out beyond sports into areas such as government, medical, entertainment, and more.

"I see no limit to the uses for this type of capability," Butts said.

About Edge

Founded in 1993, Edge has more than 12 years of experience providing leading-edge products and services to many of the world's most secure network infrastructures. Edge's core management and technical team, which has led the company since its inception, developed the company's flagship offering – enPortal – years ahead of competitive offerings. enPortal was borne out of Edge N-Vision™, the first real-time Java-based web-enablement tool for HP OpenView.

Fortune 500 companies, Managed Service Providers, and the United States Federal Government – including the Department of Defense – have chosen enPortal to run their operations. For more information on how enPortal can enhance your operations, or for a personal demonstration, please visit www.edge-technologies.com, or call 1-888-771-3343 today!

