

HIGH PROFILE EVENT MANAGEMENT

In a consumer-centric media space, on-demand video consumption and binge watching are challenging the concept of prime time viewing. Broadcasters and operators are turning to high value content to recreate the tradition of prime time viewing, thereby ensuring that advertisement driven revenue models remain relevant. High value content and high-profile events attract huge viewership numbers and condense consumption into concentrated high stakes events.

The magnitude of these events and the possibility of financial and reputational damage from content owners, not to mention social media backlash from audiences associated with a poorly executed broadcast necessitates meticulous planning and flawless execution. Irdeto's CA and DRM systems are key components in protecting these high-value assets and play a central role in the delivery thereof. To this end, Irdeto has introduced its High-Profile Event Management service which focuses on preparing the content delivery value chain before broadcast, actively managing the systems during the broadcast, and reporting on the key aspects and lessons learned after the broadcast.

KEY BENEFITS

Operational Readiness and Quality of Service

Detailed system audits and operational readiness exercises conducted prior to the start of each high-profile event ensure that the teams responsible for a successful broadcast head into the airing with confidence in the delivery systems. Operational responses to possible incidents, however remote the likelihood of occurrence, are rehearsed, escalation procedures are ratified, and communications channels to social media are opened. Going into the broadcast the team is well prepared and the possibility of unanticipated interruptions are greatly reduced, virtually assuring a 100% SLA for the duration for the event.

Real-time Insights

All events are managed from operations centres and war rooms, either physical or virtual. Per event, a delivery manager in command of a team of trained specialists takes charge of each step of the broadcast. Realtime key performance indicators are displayed on customer specific dashboards which aggregates system performance indices and includes continuous social media monitoring. The service can be expanded to include event specific Online Piracy Detection limited to the broadcast, providing valuable insight into the security exposure of the customer in real-time.

Continuous Improvement

As part of the service, system audits and readiness exercises are constantly improved with feedback from earlier events and are repeated regardless of whether events occur weekly, daily or even multiple times a day. Performance reports are made available immediately after the conclusion of an event and review sessions with senior management can be conducted in near real-time should it be required. The approach results in a cross-organizational learning culture where industry best practice is implemented and refined.

SERVICE DESCRIPTION

System Audit

Since Irdeto security products (CAS and DRM) are centralized in the broadcast architecture and key to successful delivery, a complete system audit precedes each unique event. These audits include load stress testing and response time performance and are simulated to exceed either anticipated or historic traffic exposure. Audits can either be limited to the security aspect of the value chain or expanded to encompass larger portions, or even the entire, system. The simulation criteria are scientifically established and well documented to ensure repeatability and reliable forecasting and trending. The results of these audits also often provide valuable insight into potential system shortcomings or vulnerabilities and allow architects and engineers to commence with remedial action prior to performance degradation or failure.

Mission Control

All events are managed from a central control facility acting as the nerve centre during the operation. The control room is staffed by a delivery manager assisted by technical subject matter experts in the various fields of operation, each with customer specific, customized live reporting and system health indicators. Potential issues are identified, isolated and addressed before they can impact the broadcast, all transparent to viewers. The central control facility is supported by Irdeto's world class Service Operations Centre who acts as overwatch to ensure that no issue goes undetected.

Incident Management

Despite meticulous planning and flawless execution, unforeseen incidents are still a possibility. To limit viewer disruption and combat negative publicity, a trained incident manager is on standby for the duration of the event. Well-rehearsed standard operating procedures ensure that corrective action is executed in a calm and coordinated manner. Communications channels are widened, social media platforms updated, and customer feedback is increased whilst a resolution is being put in place, removing uncertainty from the situation.

Performance Reporting

Within an hour after the successful completion of each high-profile event, a performance report is published to stakeholders and key decision makers for reflection and discussion. The quick turnaround of reporting allows in-depth analysis whilst recollection of proceedings is still fresh in the minds of all involved, ensuring that any lessons learned, or business improvement can be implemented without delay. Further reports containing event timelines and performance trending are published at agreed intervals which correlates interventions to performance to evaluate the efficacy of measures implemented, thereby ensuring continuous improvement of service levels.

Online Piracy Detection

Streaming piracy of high value content presents a threat to operators' business and livelihood. Irdeto's ground breaking Online Piracy Detection can be added to monitor the active threat of high-profile event piracy in real-time. This ensures that a unique viewing environment is created, coupled with high availability, ensuring viewer satisfaction.

CONCLUSION

Irdeto High Profile Event Management is part of the Irdeto 360 security platform, complemented by other services in the Irdeto Managed Services portfolio. For more information, ask your Irdeto Partner about:

- Irdeto Managed Conditional Access
- Irdeto Managed Compression Platforms
- Irdeto Managed Delivery Networks
- Irdeto Managed Video On Demand
- Irdeto Cyber Services
- Irdeto Turnkey Project Management
- Irdeto Anti-Piracy Services

