



OUT OF THE BOX:

MEDIA AND BROADCASTING BREAKING FREE FROM TRADITIONAL CLOUD CONNECTIVITY MODELS

The industry is adapting quickly to meet heightened demand for new content experiences. Delivering content on-demand in a hybrid working world is introducing challenges around capacity, collaboration and service delivery.

500

Digital media consumption is expected to reach 500+ minutes per day in 2023.¹

-66%

16-24 years olds consume just 53 minutes of traditional broadcast tv a day, down 66% in the last decade.²

\$24b

Direct-to-consumer content spending is expected to grow to \$24b this year – from \$2.19b in 2019.³

80%

Industry leaders like Viacom and Comcast will support hybrid work for up to 80% of the workforce going forward.⁴

1-3%

Companies like Disney are upping their IT investments by up to 3% annually to meet demands for more content.⁵

Network complexity is compounding **the challenge of content delivery**

Multi-cloud environments are in wide use across the media sector, with APIs leveraged to unlock data and capabilities from these environments in a reusable way. However, this has led to complex digital ecosystems and rising costs associated with cloud egress charges.

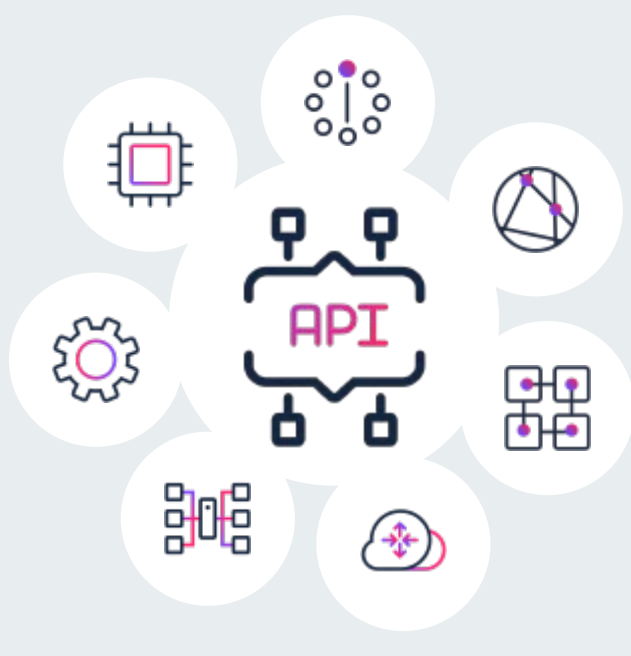
Network-as-a-Service platforms have adapted to meet this challenge, unlocking the value of APIs by moving traditional Layer 2 and 3 network capability up to Layer 7, enabling media companies to orchestrate connections in an instant, which would previously have taken 30 to 60 days.

\$80.7b

Global NaaS market to reach over \$80b by 2029.⁶

30%

NaaS can reduce cloud egress charges by up to 30% by providing automated, direct connections.



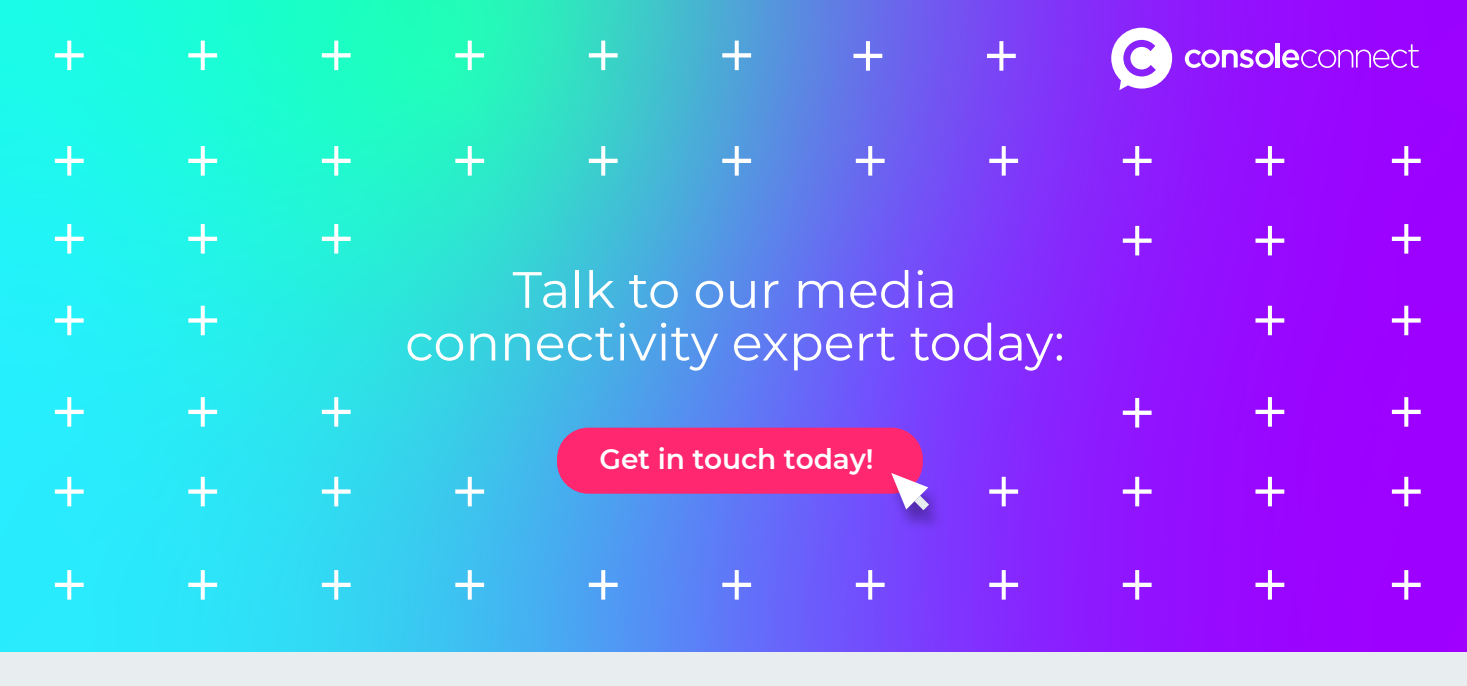
50% of B2B collaboration occurs via APIs, making seamless network connection essential to operational success.⁷

Seamless collaboration is closer than you think

For media and broadcasting organisations, high performance is not just a 'nice to have'. It is vital that they can operate without friction, leveraging low latency connections, and flexibility to deliver fantastic content and experiences to modern audiences.

Console Connect's managed network services remove complexity and empower seamless collaboration, putting you back in control of your network.

- Reliability:** Dedicated, private network connections that guarantee uptime and speed.
- Flexibility:** Scalable and customised networking technologies and real-time pricing for ports and premium internet access enabling you to spin up and spin down capacity.
- Quality:** Highly performant connections and bandwidth availability, on-demand.
- Cost efficiency:** Reduction in data egress charges and the ability to right-size your network in real-time so you only pay for what you need, when you need it.
- Security:** A secure private network to isolate your data, shielding it from the public internet reducing exposure.



Talk to our media connectivity expert today:

Get in touch today!

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