

## CASE STUDY

# MOBITV

Direct, private access to MVPDs fuels expanded, national presence

*“Digital Realty gives us the ability to turn up cross-connects to get connectivity for customers inside of forty-eight hours.”*

- CASEY FANN, VP OPERATIONS, MOBITV

### Company Overview

- MOBITV was the first company to bring live and on-demand TV to mobile devices.
- They distribute app-based pay TV—live, on-demand, streaming and recorded programming—across multiple devices, eliminating set-top boxes (which can be expensive for customers and carriers to maintain).
- The platform is built to allow for cost-effective growth by building a network of relationships and connections to telco providers across the country.

### Situation Overview

Direct access to both content delivery networks and operators' networks is critical to MOBITV's success. One of the biggest challenges these operators face is what they call “The Last Mile”—the connection to a major hub in order to be supported by MOBITV.

By leveraging Digital Realty's 250 Williams Street data center, MOBITV is in close proximity to Atlanta's connectivity hub for low-latency content distribution, thereby keeping costs down for their customers and network operators.

### Objectives

- Provide easy, straightforward access for broadband and wireless operators to connect on MOBITV's platform
- Offer proximity and accessibility to multichannel video programming distributors (MVPDs) and content providers on the East Coast, connecting to their circuits directly
- Facilitate continued growth without necessitating architectural reconfiguration of the IT environment

### Key Results

- Easy, cost-efficient connection to carriers for optimal performance and lowest latency
- Customized connectivity options with the ability to ramp cross-connects up or down, immediately and as needed
- A scalable, flexible IT environment made possible by the use of dark fiber direct connection to Digital Realty's Connected Campus network



## Game Changer For Streaming

The rise of streaming and OTT services have transformed how people consume TV programming. Consumers now have many options for cord-cutting, allowing them to bypass their cable providers altogether and stream content on Smart TVs and devices like Apple TV, Android TV, Amazon Fire TV and Roku. MOBITV has revolutionized the way pay-TV services work today by removing the need for set-top boxes, which can be expensive for operators to maintain. Now, operators are given a wider array of channels and more flexibility with how they are provisioned while lowering total cost of ownership.

## Scalable Connectivity

MOBITV's data center infrastructure is critical to service delivery. Their architecture strategy is based on securing the content and distributing it out to users. By being in close proximity to connectivity hubs, MOBITV makes it easy for operators to get connected and provides low-latency content distribution.

The Atlanta pop location for MOBITV's managed service connectivity is the redundant site for its Sacramento-based data center. The implementation of the site is the result of a joint effort: the partnership between MOBITV and Digital Realty. MOBITV can take advantage of the scalable space (and price advantages) available at 250 Williams Street in Atlanta, while using dark fiber to directly access Atlanta's top connectivity hub—Digital Realty's Connected Campus network to 56 Marietta. Direct access to content delivery networks and operators' networks and the ability to scale are critical to the successful deployment of this project.

*"We picked 250 Williams Street because I had my pick of whatever connectivity size I wanted in the area with the ability to continue growth when I needed to."*

- CASEY FANN, VP OPERATIONS, MOBITV



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