

MEDIA EXCEL CASE STUDY

QVC: HOW A HERO MAKES SHOPPING ON MULTIPLE
DEVICES POSSIBLE



QVC, the world's biggest shopping network, has recently launched brand new streaming and VoD content services, using the HERO platform from encoding/transcoding experts, Media Excel.

THE CHALLENGE

QVC broadcasts shopping opportunities to audiences in the US, UK, Germany, Japan, Italy and China, equal to approximately 300 million households, and has a top-ranking video-rich internet and mobile app presence.

QVC wanted its customers in the UK and Germany to be able to watch any of its channels and VoD content on any device at any time.

Today, audiences demand that what they are viewing is available to them on the device of their choice, whether their television, mobile phone, laptop, or tablet. So QVC, needed a product they can trust to deliver their most valuable content reliably and with pristine quality.

"We have been extremely pleased with Media Excel's HERO platform for achieving high quality, adaptive bitrate video and transcoding at incredible density per encoder."

The solution puts QVC in good stead to continue to offer its customers greater access to video content across current and future online platforms.

Having great quality content to watch when and where you want has not only increased our viewership, but increased our sales too, so it's the perfect result for us."

Leo Smith
Projects Manager
Broadcast Engineering
QVC



THE SOLUTION

QVC's new live streaming and fully automated live-to-VoD service has been supplied by London-based Simplestream — a leading provider of live streaming, CatchupTV and media management solutions for broadcast and media clients. Simplestream worked closely with Garland Partners to provide the Media Excel HERO platform.

Media Excel specialises in defining the adaptive bitrate, multi-device transcoding standard for multi-screen video delivery. The platform is a hybrid approach that provides the best in scalability, density, flexibility and power efficiency, all while offering unmatched multi-screen HD delivery.

HERO LIVE Multiscreen Encoder/Transcoder for Live



Media Excel's HERO LIVE is a powerful 1RU, 8 x HD-SDI channel, multi-format encoder, providing QVC with high-quality, low-latency live streams of up to 16 channels from just two platforms plus 1+1 redundancy, equalling four HERO LIVE platforms in total. Media Excel's HERO encoders are situated onsite at QVC in both the UK and Germany, with an opportunity to roll out further units to other territories, including the US, France and Italy.

THE OUTCOME

QVC's return on investment has significantly increased by having a single centralised system to manage the complex distribution of multi-format video in multiple territories, with also the ability to upscale to add more countries and transcode for new platforms easily, as and when desired.



WWW.MEDIAEXCEL.COM / SALES@MEDIAEXCEL.COM