

# Graphiant for Media and Entertainment – Transforming Connectivity for a Secure, Agile, and Scalable Network

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## SOLUTION BRIEF

The media and entertainment industry is undergoing a seismic shift, driven by the growing demand for high-quality content, real-time collaboration, and seamless distribution across global platforms.

Traditional networking infrastructures often struggle to keep pace with the industry's need for secure, high-speed, and scalable connectivity. Graphiant offers a transformative network solution tailored for media and entertainment companies, enabling them to optimize production workflows, enhance viewer experiences, and reduce operational complexities.

## Challenges in Media and Entertainment Networking

### 1. High-Bandwidth Content Distribution

- a. Managing the delivery of large files such as 4K/8K video, VR/AR content, and digital assets.
- b. Supporting live streaming and on-demand platforms with minimal latency.

### 2. Real-Time Collaboration Across Teams

- a. Enabling seamless collaboration between geographically distributed production teams, studios, and partners.
- b. Providing secure, high-speed connectivity for remote editing, rendering, and review workflows.

### 3. Cost Management and Scalability

- a. Reducing costs associated with data-heavy applications and global connectivity.
- b. Scaling quickly to meet the demands of new productions, locations, and content delivery channels.

# Graphiant's Media and Entertainment Solutions

## 1. Optimized High-Performance Connectivity

- a. **Dynamic Bandwidth Allocation:** Provides high-speed connectivity for data-heavy workflows, ensuring smooth content transfer and rendering.
- b. **Low-Latency Networking:** Supports live broadcasts, real-time collaboration, and seamless content delivery across global platforms.
- c. **Edge Computing Integration:** Enhances processing for applications like real-time editing, AR/VR rendering, and localized content delivery.

## 2. Agile and Scalable Connectivity

- a. **Flexible Connectivity:** Rapidly establishes secure connections for new production sites, remote teams, and global partners.
- b. **Cloud-Native Integration:** Connects seamlessly with hybrid and multi-cloud environments, ensuring efficient media storage and distribution.
- c. **Centralized Management:** Simplifies network operations with a single-pane-of-glass dashboard, reducing operational overhead.

## 3. Enhanced Security for Digital Assets

- a. **Zero Trust Security Model:** Continuously authenticates and verifies all users, devices, and applications to protect sensitive media content.
- b. **End-to-End Encryption:** Safeguards content during production, post-production, and distribution phases.
- c. **Micro-Segmentation:** Prevents unauthorized access and isolates traffic between production teams, vendors, and cloud services.

## Use Case:

### Leading Streaming Service's Network Transformation

#### Challenge

A global media and entertainment company with 100+ locations globally needed a cost-effective and secure way to connect its branch locations to its on-premises and cloud-based services. The existing MPLS-based solution was expensive, slow to scale, and difficult to manage.

#### Solution

The company adopted Graphiant's Network Edge Service to replace its legacy MPLS connections and establish secure, high-performance connectivity between its global locations, data centers, and cloud services.

#### Results

- **Reduced Costs:** The company saw a greater than 60% reduction in networking costs, thanks to the consumption-based pricing and elimination of MPLS circuits.
- **Improved Performance:** Media files were processed faster and shared between services seamlessly, improving the overall end-user experience.
- **Enhanced Security:** Each location's network was segmented and secured, ensuring that any potential breach would be contained without impacting other locations or systems.

## Why Graphiant for Media and Entertainment?

Graphiant empowers media and entertainment companies with a future-ready networking platform designed to support:

- High-performance connectivity for demanding content production and delivery workflows.
- Secure and compliant operations to protect valuable media assets.
- Global scalability and agility to adapt to the industry's fast-paced and ever-changing demands.

## Conclusion

In a competitive and fast-paced industry, Graphiant equips media and entertainment businesses with the tools to thrive. By transforming traditional networking into a secure, scalable, and agile infrastructure, Graphiant helps companies optimize workflows, enhance viewer experiences, and reduce operational costs.

For more information or to schedule a demonstration, visit <https://graphiant.com/schedule-a-demo>.

**Graphiant Demo**