

Case study



Deutsche Welle (DW) — Germany’s international broadcaster and one of the most successful global media outlets — is using the fully managed LTN Network to reliably transition from satellite to IP, while the LTN Transport solution allows the broadcaster to manage Secure Reliable Transport (SRT) connections at scale.

DW’s forward-thinking global content strategy fully leverages the advantages that the overall LTN managed service provides to deliver regionally specific content for global markets cost efficiently.

Customer overview

Deutsche Welle (DW) — Germany’s international broadcaster — is one of the most preeminent international media outlets in the world offering high-quality journalism in 32 languages to audiences worldwide.

In 2021, DW reached a new high of 289 million user contacts a week, with online viewership overtaking linear for the first time. With channels like Facebook and YouTube becoming the most popular online distribution channels, DW approached LTN to manage SRT connections at scale and move the broadcaster from satellite to IP.

Switching from satellite to IP with ease

DW is known for being ahead of the curve: they had many tools, protocols, and workflows to support their transition from satellite to IP but still required reliable multicast management. With LTN as their technology partner, DW creates customized, interoperable workflows that connect with their existing hardware and software while expanding their footprint through the world’s fastest and most reliable IP multicast transmission network.

Harnessing the multicast-enabled, low latency LTN Network, DW gained scalability as well as both full-time and occasional use transport functionality. DW can now deliver high-quality content to more dedicated regional audiences, regardless of their existing investments in other hardware, technology, or protocols.

“DW is a popular channel,” says Chris Myers, EVP CRO at LTN. Having worked on the project, Myers is clear about the value of switching to IP. “By using the LTN Network for multicast management — rather than satellite or other legacy means — DW is getting a highly reliable, low-latency multicast solution.”

“We’re a true multicast management network — and one of the only ones out there that can do something like this,” says Myers.

Managing SRT connections at scale

The power of LTN as a media technology partner comes in large part from the interoperability and connectivity of the LTN Ecosystem.

As the only true multicast management network in the industry, the LTN Network not only benefits customers as an end-to-end content distribution solution, it is also an effective management tool for other delivery protocols.

LTN connectivity capabilities package up popular standards and protocols with LTN connectors — a forward-looking, open, and agnostic mechanism that allows major industry leaders like DW to harness benefits of the LTN Network like unlimited point-to-point and point-to-multipoint destinations.

DW used a combination of their existing technology and protocols with solutions from the LTN Ecosystem to manage content more efficiently, improve performance, and increase visibility for their content across channels.

Leveraging LTN as their multicast management network allowed DW to utilize more complex broadcast workflows through a single platform. Content can be acquired in a single format and subsequently delivered in a multitude of different formats to various platforms and protocols as needed, giving DW flexible distribution at a moment's notice.

With the tech-agnostic solution LTN delivers, media partners get bidirectional streams with multicast capabilities from day-one. For customers like DW, that means instant operability with existing content exchange workflows. In fact, the unified solution offered by LTN offers customers like DW to get the full lifetime value from existing protocols while upgrading to terrestrial IP distribution.

Improved reach and reliability — at a fraction of satellite costs

With so many destinations for their channels around the world, DW is making the most of the truly global network that only LTN can provide.

By choosing a strategic partner with deep experience and robust infrastructure, DW has cut their reliance on more costly, regionally footprinted satellites in favor of distribution on the world's fastest and most reliable IP multicast network. This unique approach allows DW to fully leverage the advantages that the LTN partnership offers.

Myers puts it all in perspective. *“Traditionally, this kind of global distribution would be using a minimum of three satellites to get the highly regional coverage DW is hitting,”* he says.

“The advantage of LTN is that you no longer need those satellites. You can distribute just once to all of those global points because of the LTN Network.”

By partnering with LTN and transitioning from satellite to IP, DW is seizing opportunities to increase viewership and revenue by expanding into new market segments, at a lower cost than satellite distribution — and future-proofing their organization.