

# CENTURYLINK® VYVX LINEAR CHANNEL DISTRIBUTION

WITH A SINGLE CONTRIBUTION FEED, VYVX LINEAR CHANNEL DISTRIBUTION DELIVERS QUICK, EASY AND FLEXIBLE MULTI-POINT DISTRIBUTION OF TELEVISION CHANNELS.

Traditionally, the market for full-time television distribution services has been dominated by satellite services requiring significant compression, latency, expense and operational overhead – with limited scalability. Multichannel video program distributors (MVPDs) are seeking to reduce costs, and over-the-top (OTT) video providers have created a new market for the delivery of full-time channels. These “eyeball reaching” content distributors require a scalable, fiber-based solution to manage business growth while minimizing infrastructure investment and operational complexity.

Now with CenturyLink® Vyvx® Linear Channel Distribution, a single high-quality feed can be replicated and delivered to multiple end points across our global fiber network, reliably and securely. This fast, scalable solution provides both programmers and distributors with the ability to rapidly turn up new channels. In addition to offering a simplified operational environment and increased visibility of channels, Vyvx Linear Channel Distribution can include built-in network-based redundancy to help meet today’s business requirements.

## Business Solutions

### Service Benefits

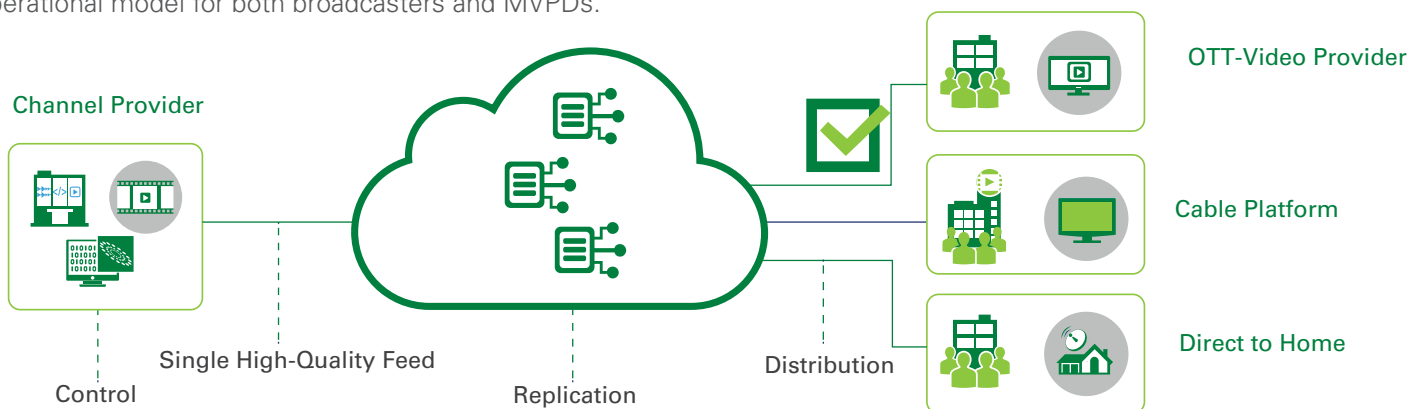
**Quality:** By starting with a single high-quality, secure, network-redundant feed, we deliver the highest quality video possible to benefit both broadcasters and MVPDs. Fiber-based Vyvx Linear Channel Distribution doesn’t suffer from the signal artifacts and latency associated with satellite-based distribution.

**Reliability:** We provide a robust, global network for professional video over fiber. CenturyLink’s experienced team of broadcast professionals are trusted by some of the largest content companies around the globe. And optional diversity in replication helps raise the standards for a highly available service that meets even the most demanding SLA needs.

**Cost-Effectiveness:** Leveraging a single feed that can be replicated to multiple end points across the Vyvx network results in a standardized, simplified and consistent operational model for both broadcasters and MVPDs.

**Scalability:** Content providers and subscribers alike benefit from the ability for rapid channel turn up – both to meet business requirements for new content, and to remain more agile where time-to-market for content is critical. And our fiber-based network can be scaled to deliver bandwidth-intensive, next-generation formats with ease.

**Global Reach:** MVPDs and OTT video providers can expand their channel lineup with access to Vyvx’s on-net global community of broadcasters, rights holders, cable TV channels, local stations, live encoding/media platforms and more. As the live TV viewing market evolves across more devices and locations than ever before, broadcasters can leverage linear channel distribution to reach new markets by delivering their programming to strategic MVPDs and OTT video providers.



## Additional Benefits for Programmers

**Control:** New portal enhancements provide more control and visibility of your available channels, subscriptions, transport streams and alarm correlation than ever before.

**Flexibility:** Vyvx Linear Channel Distribution can support both satellite and fiber acquisition. The solution provides optional redundancy and diversity scenarios, enabling organizations to move off of legacy satellite-based technology.

## Additional Benefits for Content Subscribers

**Consistency:** Benefit from a single source provider while keeping operations efficient.

**Visibility:** View a list of available channels from numerous programmers under the Vyvx Linear Channel Distribution service offering.\*

## Technical Features / Capabilities

- Support for single or multi-program transport streams with the ability to deliver complete transport stream and or individual channels as needed
- Support for ASI, SD-SDI, HD-SDI and IP inputs and outputs
- Optional MPEG2 and MPEG4 encoding and decoding available
- Portal View provides:
  - View of available channels
  - Reservation dashboard enhanced to support ability to see subscriptions to transport streams
  - Ability for content owners to manage subscriptions
- Enhanced Service Management Capability:
  - Automated best path replication selection
  - Ability to designate specific replicators
  - Greater service management visibility into replication zones
  - Enhanced bandwidth support for UDP/RTP scenarios

## Why Choose CenturyLink for Linear Channel Distribution Service

**A deeper solutions portfolio:** Gain efficiencies and value from working with a single provider that offers an extensive range of end-to-end video solutions. With more than 25 years of video delivery experience, CenturyLink is committed to being your single point of assurance for security, performance and support.

**24/7 dedicated support:** Our experienced broadcast support professionals are available when you need them. High-quality management, monitoring and customer service from our team of video technicians means you can focus on what you do best.

**Agile:** CenturyLink delivers global fiber, teleport/satellite video delivery for linear channels. Quick and free online service booking is available with access to online reports, reservation confirmations, goodnights and invoices.

**Reliable, secure and scalable delivery of video around the globe:** With a culture of security and a passion for reliability, CenturyLink delivers quality broadcast video service for customers at any scale globally.

\*Subject to content rights agreement between rights holder and pay TV/digital TV service provider

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