



CASE STUDY

MEDIA ON DEMAND

Media on Demand benefits from SIS LIVE IP services

Media on Demand, the Surrey-based video streaming company, takes advantage of SIS LIVE's cost effective IP and streaming services.

With the launch of SIS LIVE's mobile broadband vehicle fleet, it has never been easier for companies to stream live video and audio from an event, whether it is in a top venue in Manchester or a remote field in Wales.

Media on Demand is a dynamic provider of streaming media services, whose founders have been involved in multimedia since 1984 and specifically in streaming media – or webcasting – since it began 15 years ago.

"We're a streaming company involved in sending live or on-demand content," says Yura Zaicevs, Network Manager, Media on Demand. "We use SIS LIVE when we don't have a good link to our backend and use SIS to give us access via satellite."

SIS LIVE's fleet of mobile broadband vehicles is ideal for the sort of work Media on Demand is involved in. The trucks are high quality and cost effective and

designed to go anywhere and be operated by anyone.

In July 2009, Media on Demand webcast the Goodwood Festival of Speed from rural West Sussex. The festival is claimed to be the world's biggest and most diverse celebration of the history of motor sport and car culture. Media on Demand webcast the event live from Dunlop's replica set of the Le Mans track, with its iconic Dunlop Bridge.

"With the Goodwood Festival of Speed we were out in the countryside with no connectivity," Zaicevs says. "Satellite was the only way to go and SIS LIVE were able to provide us with an effective and reliable link."

Zaicevs says the smaller SIS LIVE

vehicle was ideal, as the company did not need the specification of a full broadcast truck, nor did it have the budget. "We generally go for the smaller truck as we don't need more bandwidth for what we do at the moment. The smaller truck is also easy to position and very flexible."

Media on Demand is using SIS LIVE for both live streaming and corporate events, demonstrating the versatility of the new vehicle fleet.

Zaicevs says he is more than happy with SIS LIVE. "We keep coming back," he says. "SIS LIVE's staff are always on the ball, they always turn up on site and on time. We're very happy with the great service we get."

