



Crown Media Family Networks partners with Globecast for disaster recovery

Los Angeles, 5th April 2017 — [Globecast](#), the global solutions provider for media, is partnering with Los Angeles-based Crown Media Family Networks to supply a cutting edge, twofold disaster recovery (DR) system for Crown's leading family-friendly networks — Hallmark Channel and Hallmark Movies & Mysteries — which together reach more than 150 million homes in the United States. The collaboration, which safeguards the continual security of the channels, represents a powerful recognition of Globecast Americas' cutting edge capabilities.

Under its DR plan, Globecast Americas is providing continuous channel origination services using its 24/7 server-based playout system and associated storage, controlled by advanced automation technology. This end-to-end service includes content aggregation and tracking, playout and distribution including 24/7 monitoring and long-term content storage.

Globecast's DR service includes the encoding and transmission for both channels in the event of a failure. This entails encoding for MPEG-4 HD and DVB-S2 satellite transmission to Crown's transponder on the AMC-11 satellite.

Crown's disaster recovery plan is being serviced by Globecast's Media Center in Los Angeles. The Center boasts the company's sophisticated Media Factory technology, which manages ingest, media logistics, transcoding, and order/schedule management for linear and VOD content to satellite, fiber,

cable headends, CDN, IP and OTT. It features state-of-the-art technology from leading providers centred on the Evertz Mediator platform.

Eddie Ferraro, Managing Director at Globecast Americas commented, “In today’s competitive viewing landscape, automated channel redundancy is a crucial factor for broadcasters because being off-air for even a few seconds is catastrophic. By entrusting Globecast, Crown Media can go to air with a greater sense of confidence knowing that a proper backup plan is in place. This project illustrates our unique position in safeguarding against failures and delivering the high calibre playout and automation solutions that our customers expect.”

#

About Globecast

Part of the Orange Group, Globecast provides agile and seamless content acquisition, management and distribution services globally. The company constantly innovates in an evolving IP-centric environment to provide reliable and secure customer solutions. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. This network enables multiplatform delivery including TV Everywhere OTT, Satellite, cable, Video on demand, CDN delivery as well as cloud-enabled media services. The company remains the trusted partner for coverage and international delivery of news, sports, and special events around the globe. Customers enjoy a seamless global experience on the ground from 12 interconnected Globecast owned facilities, including Los Angeles, London, Singapore, Paris, Rome, and Johannesburg. www.globecast.com | [LinkedIn](#) | [Twitter](#)

Press contact:

Bazeli Mbo

bazeli.mbo@globecast.com

Tel: +33 1 5595 2604