

DataTorrent drastically simplifies complex content payment for leading satellite-based TV provider

A leading global provider of digital and satellite-based television entertainment services to over 39 million US and Latin American customers. The company has ranked #1 in customer satisfaction among cable and satellite television providers for many years.

KEY OUTCOME METRICS

By deploying the DataTorrent RTS platform, this leading satellite TV provider streamlined key operations, speeding:



Billing report generation by 10X



Subscriber data processing by 78%



Viewership list processing by 75%

CHALLENGE

Aggregating data for over 500 million subscriber records and pay-per-views made the process of computing payments to and generating viewership lists for content providers extremely complex and time-consuming.

The television entertainment industry is going through a dramatic paradigm shift. Once, viewers watched programming at a specific date and time, on a cable or satellite TV channel. This was the traditional model—and it's now nearly obsolete for the majority of TV's audience. Today, entertainment is on-demand, largely delivered over the Internet, and watched frequently on mobile devices. To attract and retain customers, TV providers collaborate with strong content providers to offer a wide variety in programming. Revenues depend on audience size: TV providers pay the content providers based on the size of the content's actual viewership.

Current Situation:

To calculate the payment due to its content providers, this leading satellite TV provider must aggregate and transform the data flowing from millions of its subscribers and their pay-per-views. It uses this data to generate a billing report. The volume and variety of data, however, makes report generation extremely complex and time-consuming. As viewing is constant, data is constantly flowing in. And, the proliferation of smart devices has made the situation ever more complex: more people are watching shows, and more shows are being watched.

To aggregate, transform, filter, and enrich more than 500 million records of subscribers and pay-per-views data, this satellite TV provider needed a highly performant, scalable, easily operable platform.

Goals for implementation were to:

- Reduce time to generate a billing report to content providers
- Streamline the process of providing the list of potential subscribers/viewers to content providers

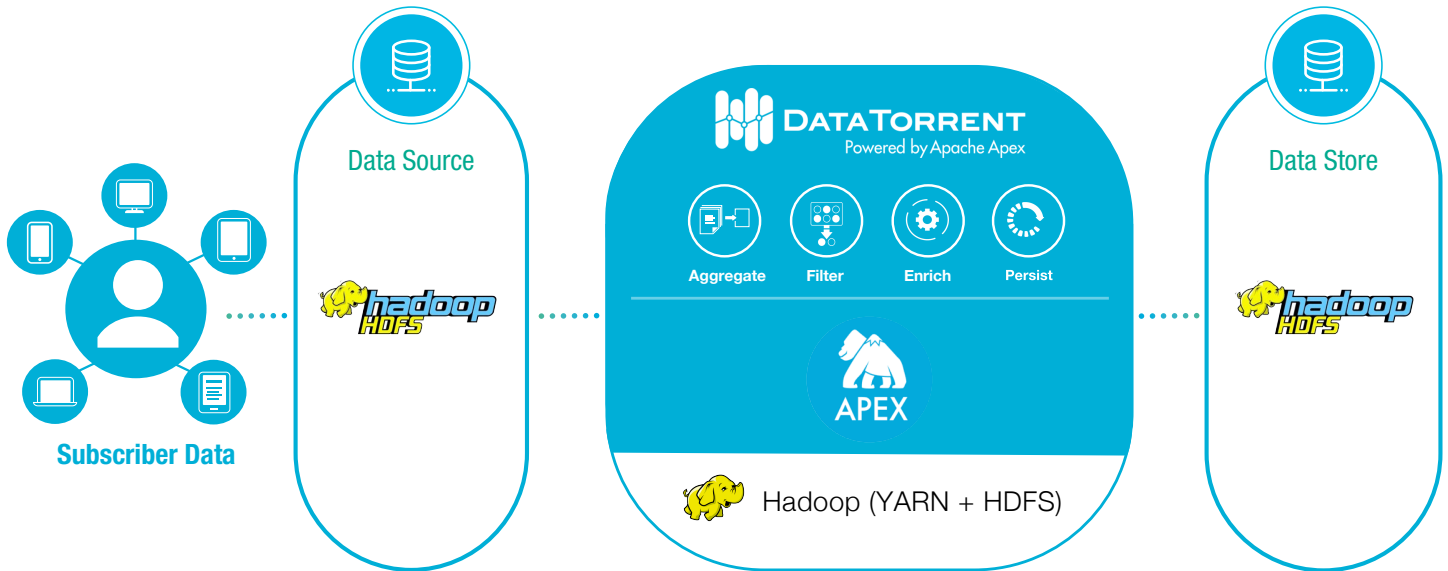
SOLUTION

The satellite TV provider found everything it required—and more—in the DataTorrent RTS platform.

Key features that differentiated the DataTorrent RTS platform from others included:

- Powered by open-source engine Apache Apex
- Pre-built operators to aggregate, filter, enrich, and transform data without any data loss
- Multi-tenancy – Ability to co-exist with other applications and services in the same cluster without any issues
- Java-based – provides flexibility to create rules for allocation
- Scale seamlessly to meet future data volume needs without additional hardware cost
- Built-in fault tolerance for continuous 24x7 availability of applications
- Seamless integration with existing infrastructure and applications to extend the value of past investments.

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OUTCOME

The DataTorrent RTS platform enabled this satellite TV provider to:

- Reduce by 10X the time to generate billing reports—a dramatic reduction from hours to minutes
- Cut by 78% the time required to process data from millions of subscribers
- Reduce by 75% the generation and delivery time to content providers of list of potential subscribers/viewers
- Lower total cost-of-ownership: DataTorrent runs on Hadoop and scales-out on commodity-grade hardware
- Evolve to meet today's challenges and tomorrow's threats: easily add new applications and features without constraints from a vendor road-map and timeline
- Focus on core business algorithms and innovation, while the platform handles fault-tolerance, operability, scalability, and performance

As a result, the satellite TV provider can now more easily process complex data from its ever-increasing subscriber base and generate billing reports of payments to content providers—all in far less time than before implementing the DataTorrent RTS platform.

With dramatic gains in operational efficiency, it can now focus on its core business and on capturing new opportunities for audience and revenue growth.

Imagine what your business could achieve with real-time data-in-motion ingestion and analytics.

[Download](#) the Sandbox, Enterprise, Community or Cloud version of the DataTorrent platform, and explore our difference today. Learn more about our products and solutions at www.datatorrent.com.