

# Canal+ Afrique

## Case Study

Reducing the Cost of Adding New  
TV and Radio Channels By Using  
the Internet

## VideoFlow DVP Reduces the Cost of Adding New TV and Radio Channels for Canal+ AFRIQUE



*"We are committed to providing our customers with the very best live TV and radio experience. For us, it means high quality and low delay. VideoFlow is a game changer for us!"*

Mr. Orlando Goncalves,  
Technical Manager  
CANAL+ AFRIQUE

### Reliable and Affordable Live Content Delivery Accelerates Market Expansion

Gathering attractive TV and radio channels from different markets and geographies is crucial in today's competitive broadcast market. However, expanding into new markets - particularly in developing countries - can be difficult due to the lack of infrastructure and the extreme cost of links adequate for high-quality live broadcast.

This was the challenge facing Canal+ AFRIQUE, one of Europe's most prominent content providers. It sought an affordable and reliable solution for delivering live TV and radio channels from multiple African markets to Europe, where they could then be added to the Canal+ bouquet. The main obstacle to its development of the African contribution market was the high monthly connectivity price tag for adding these channels to its multi-channel offering.

### Ease of Deployment and Interoperability Enhance Business Agility

In addition to cost, the process of adding new TV or radio channels can take a long time, mainly because of the explicit requirement to deliver uninterrupted high-quality video. Specifically, Africa has a complex mixture of content delivery systems of variable quality requiring careful design and management.

*"Before employing VideoFlow's solution, the method available for us to deliver live video and radio channels across Africa to Europe was complicated, inefficient, and came with a very high, monthly price tag. This was a significant barrier to our quickly, easily and affordably growing our contribution business in Africa,"* said Mr. Orlando Goncalves.

Accordingly, Canal+ AFRIQUE required an interoperable solution that would work with any encoding/decoding technology and any level of video resolution. It also sought a "plug-and-play" solution that would be easy to install and remotely manage from its Paris-based NOC without the need to rely on local support.

*"We found VideoFlow's solution to be very efficient, simple to manage, and easy to use - literally Plug and Play,"* added Mr. Goncalves

---

## **Broadcast Live TV with Confidence over the Internet**

VideoFlow's Digital Video Protection (DVP) ensures reliable and inexpensive broadcast of live TV over unmanaged IP networks, including the public internet. VideoFlow's Emmy® award-winning packet recovery technology recovers 100% of lost packets with the lowest bitrate overhead and delay in the industry. This enables Canal+ AFRIQUE to broadcast live 24/7 from each of its African markets with complete confidence.

Canal+ AFRIQUE has implemented a multipoint-to-point contribution network using standard Internet connections, including DSL and VSAT links. Canal+ AFRIQUE operates two DVP "receivers" at its NOC in high availability mode (online/standby) to ensure service continuity 24/7, and one DVP "sender" at each of the content contribution points.

VideoFlow DVP products drastically accelerated the development of TV and radio channels contribution from Africa by cutting CANAL+ AFRIQUE's operating costs. By leveraging standard internet connections, Canal+ AFRIQUE can deliver the same high quality at a fraction of the cost of a leased line solution.

*"It significantly cut our costs, simplified our operations, and [helped us] secure new business. In a very short period, we have expanded our Africa content contribution business by using simple Internet connections,"* said Mr. Orlando Goncalves.

## **Reducing Total Cost of Ownership (TCO)**

VideoFlow enabled Canal+ AFRIQUE to lower its TCO by simplifying management and operations. After the first channel was deployed with VideoFlow DVP, Canal+ AFRIQUE easily replicated the solution to other sites -- regardless of the technology used to transport the video stream. Attesting to the low delay of VideoFlow's solution, Canal+ AFRIQUE stopped using a CDN for content delivery soon after deployment, further reducing its connectivity costs.

"VideoFlow also cut hidden operational network maintenance and support costs by leveraging their embedded monitoring and statistics tools," added Mr. Goncalves.

---

## Results and Benefits

By using VideoFlow's DVP product, Canal+ AFRIQUE has increased revenues and accelerated the development of TV/Radio contribution across African markets.

- **Broadcast with confidence** – Canal+ AFRIQUE is using DVP as the primary connectivity to its contribution markets in Africa.
- **Compelling ROI** – Revenue streams from new content channels more than cover the cost of DVP appliances and a low-cost Internet connection.
- **Reduced operational costs** – Using standard Internet connections rather than expensive leased lines.
- **Simplified OA&M** – Canal+ AFRIQUE engineers in Paris can remotely monitor and manage DVPs at any site, and conduct remote diagnostics in real time.
- **Increased customer satisfaction** – CANAL+ AFRIQUE viewers around the world enjoy exciting live content from Africa with a great viewing experience.

## About Canal+ AFRIQUE

Canal+ AFRIQUE is a pay-tv operator in Africa. Present in more than 30 countries in Central and West Africa, Canal+ AFRIQUE is the operator of LES CHAINES Canal+ and CANALSAT, a package with more than 130 TV channels and radio stations including a wide variety of national or private African channels.