

## Who is La Sexta?

La Sexta is the the sixth national broadcast television station in Spain. It is privately owned and began broadcasting in 2006. La Sexta secured the rights to a number of prestigious sporting events such as: Spanish Football League, Formula One exclusive broadcasting, English FA Cup, FIFA World Cup, FIBA World Championship, EuroBasket and UEFA Cup with an average viewing audience of almost one million viewers.

## What are the Business Requirements?

La Sexta required a partner to provide high quality video streaming of their sporting events to the La Sexta website and also elmundo.es, the web site of the national newspaper El Mundo, one of best known websites for Spanish news, sports, entertainment and culture. La Sexta needed a Windows Media streaming platform with massively high capacity and also the network architecture to deliver to their audience, located in Spain. A further requirement was for Geo Locking to Spain with a high level of accuracy.

## What is the Interoute solution?

Interoute proposed its award winning Media Live Stream solution for advanced realtime stream delivery based on native Windows Media streaming servers, together with features such as the CPG packet level live stream request authentication and Geo Locking with over 98% accuracy.

## Why did Interoute win the contract?

A fully managed service meant that La Sexta could rely on a set number of streaming ingress ports being available as required, with a minimum of setup. Interoute's strength as a streaming provider in Spain means that La Sexta can rapidly upscale their stream delivery without negotiating local peering.

- Finally, Interoute's local approach to sales and account management meant that La Sexta have a representative of Interoute in Madrid ready to discuss new projects, but also a central point of contact for 24/7 support and dedicated technical resource.