

# Case Study

## ITV'S TRANSMISSION TEAM USES EXECVIEW TO GIVE IT VISIBILITY OVER THE ENTIRE SYSTEM

ITV is the biggest commercial television network in the UK, broadcasting via a network that is made up of 15 regional licences, providing television to viewers across the UK. Advertising underpins the business model of a commercial broadcaster, and the faith held by advertisers in the medium they choose is business-critical.

### Advertising

Behind the scenes lies a complex transmission management and scheduling challenge which is the remit of Ian Cottrell, Head of Transmission at ITV. The job of his team is to ensure the service levels and quality that enable ITV to sell standard and premium advertising platforms effectively and confidently to the marketplace. Doing this relies on managing a vital chain of content, transmission and distribution suppliers.

"If something goes wrong we need to be able to see immediately what the problem is, where the problem is, how it happened and where the impact is."  
Ian Cottrell, Head of Transmission, ITV.

Delivering the service relies on a mix of suppliers, each of whom has to reach carefully managed service levels. For example, Technicolor Network Services (TNS) prepares the linear output that the viewer sees and BT provides network services through which video is carried.

### Execview

ITV implemented Execview to create consolidated reports that aggregate more service-level information than has ever been possible before and to drive accountability.

Execview is helping the transmission team to report faster and more meaningfully to ITV's senior management than was possible previously. Senior managers demand extremely rapid insight into any problem that might threaten the company's revenues or reputation.

"It is enabling us to see far more clearly where a problem has occurred and 'share' an incident between suppliers ensuring it is correctly attributed and recorded on closure."

"Valuable data analysis tool"

As well as appreciating the real-time view that Execview already provides within ITV, Ian has a vision for how Execview can be extended into the supply chain itself. "Today Execview is a valuable data analysis tool that helps us to assess and minimise risks to our business, put in place appropriate mitigation plans and work better with our suppliers.

"Suppliers are beginning to import log files directly and, in the future, I would like to see the data supply integrated with their own systems to exchange information with Execview.

"Ultimately, Execview will give us the complete dashboard that we truly want, with a view across the country, all our platforms and channels".



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### Get in Touch...

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