

Alpha Networks Delivered Differentiated Video Streaming

The company slashed costs, scaled globally, and delivered high-quality video with Bitmovin Live Encoder on Akamai Connected Cloud



Increased margins
by 35%



Maximized
scalability



Reduced costs
by 55%

Connecting content with subscribers

Alpha Networks has been at the forefront of modular TV software, SaaS, and PaaS video platforms since 2008. Powering content monetization strategies for big names like Canal+, Orange, and Telecentro, it provides the products and services media companies and network operators need to launch and manage pay TV services. When Alpha Networks aimed to boost its offering of a premium, end-to-end video distribution service, it turned to Akamai and [Bitmovin](#) for the perfect partnership.

Enabling streaming video at scale

With over 100 global customers, Alpha Networks takes pride in driving innovation and bringing next-gen TV experiences to life. As more customers jumped into [live streaming](#), it needed a top-tier streaming solution. But Alpha Network's provider was too rigid, too expensive, and too tame when it came to innovation.

"We needed a partner who shared our vision and could scale globally," explained CEO Guillaume Devezeaux. CTO David Le Dantec added, "We focus on what we do best and wanted a partner who could match that."



Location

Braine-l'Alleud, Belgium
alphanetworks.tv

Industry

Media and Entertainment

Solution

Cloud Computing



Finding the dream team in Akamai and Bitmovin

Alpha Networks found its perfect match with Akamai's low-latency video network and Bitmovin's expertise in live transcoding. Akamai Connected Cloud, the most distributed platform for cloud computing, security, and content delivery, reduces latency and elevates [media streaming](#) experiences by bringing video processing closer to viewers. Running on Akamai Connected Cloud, Bitmovin [Live Encoder](#) helps companies significantly reduce total streaming costs without compromising video quality.

Devezeaux couldn't be happier. "Their products are mature, flexible, and future-focused. They make it easy for us to continue innovating."

Seamless integration and effortless deployment

By integrating Bitmovin and Akamai into its existing platform through a simple API, Alpha Networks further elevated its premium video service, enhancing quality and capabilities to realize its full vision. The transition from its previous provider was smooth, with no interruptions in video quality for customers. "We were able to roll this out globally, confident in the scalability and video quality," shared Devezeaux.

Big wins with major savings

Since adopting Bitmovin Live Encoder on Akamai Connected Cloud, Alpha Networks slashed solution costs by 55% and increased its margins by 35%. "Plus, we gained infinite scalability to satisfy any market needs," said Le Dantec. Customers like France's National Volleyball League (LNV) benefit from live event capabilities now available in the company's PaaS and SaaS solutions – Gecko and Bee, respectively.



We loved how Akamai and Bitmovin came to the table ready to innovate with us in the video ecosystem – something we just didn't get from other vendors.

– David Le Dantec
CTO, Alpha Networks



Celebrating a winning partnership

Its new front-end application, DeltaUX, offers a premium user experience, enabling live events without requiring AV expertise. In recognition of this, Alpha Networks was short-listed for several industry awards.

“With Akamai and Bitmovin, we can launch this solution anywhere in the world and easily adapt it to any market,” said Le Dantec.

Summing up, Devezeaux reflected: “It’s rare to get full consensus across our teams, but Akamai and Bitmovin tick every box. For any company looking to scale globally with a pay-as-you-grow model, this partnership is unbeatable.”



We shared a vision about bringing to market a premium service, and Akamai and Bitmovin brought the game-changing capabilities we could seamlessly integrate into our software stack.

– Guillaume Devezeaux
CEO, Alpha Networks



Alpha Networks is a leading provider of modular TV software and SaaS & PaaS video platforms. Over the past 15 years, the company has been addressing the different needs of network operators and media companies worldwide, providing them with the right products and services to implement their content strategy and launch pay TV services. With around 100 active customers worldwide, the company is internationally recognized by industry leaders such as beIN Media Group, Orange, Altice, Ecomet Group, Digital Virgo, Bouygues Telecom, Canal+, TF1, and many others.



Bitmovin is the leading provider of video infrastructure for global digital media companies and service providers. The company has been at the forefront of industry innovation and all major developments in the digital video streaming industry. Bitmovin built the world’s first commercial adaptive streaming player and deployed the first software-defined encoding service that runs on any cloud platform. Its cloud-native technology offers the most flexible and scalable media encoding, playback, and analytics solutions available with unparalleled device reach, ease of integration, and world-class customer support.