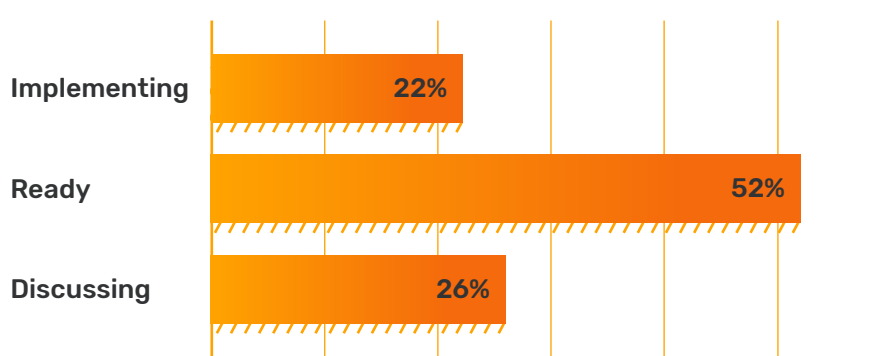


# Live IP Video Transport - Are you ready?

Read what your colleagues have to say...

Our latest survey took the pulse of an exclusive group of industry leaders and revealed some interesting findings about their thoughts on live IP video transport, not least their readiness to transition broadcast services.

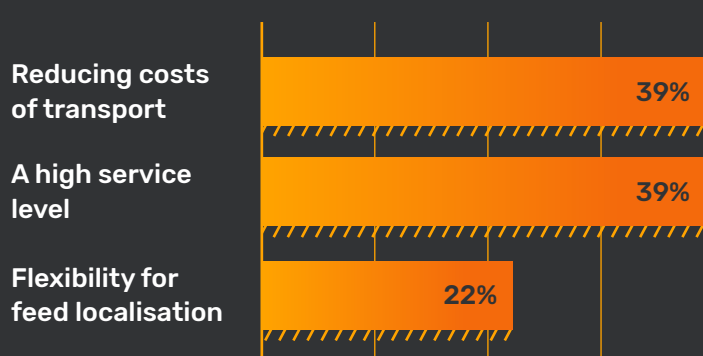
## What stage is your organisation at with transition to IP transport in the cloud?



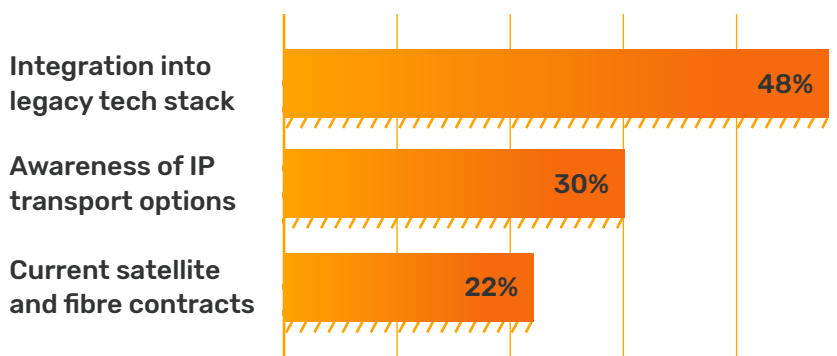
Over **70%** of respondents are either ready or already implementing a transition to IP transport in the cloud

Service and cost are cited as being the most important factors when it comes to future IP transport

## What matters most to sports owners and broadcasters when it comes to future IP transport?

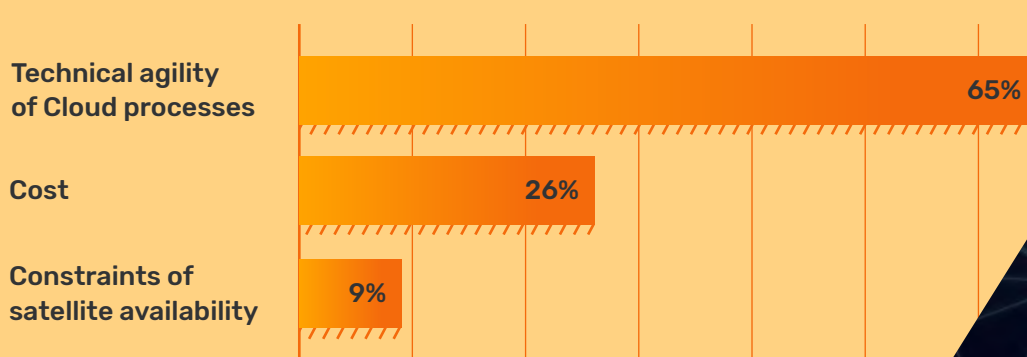


## What, in your opinion, is preventing broadcasters and sports rights owners from migrating their live video transportation to Cloud IP?



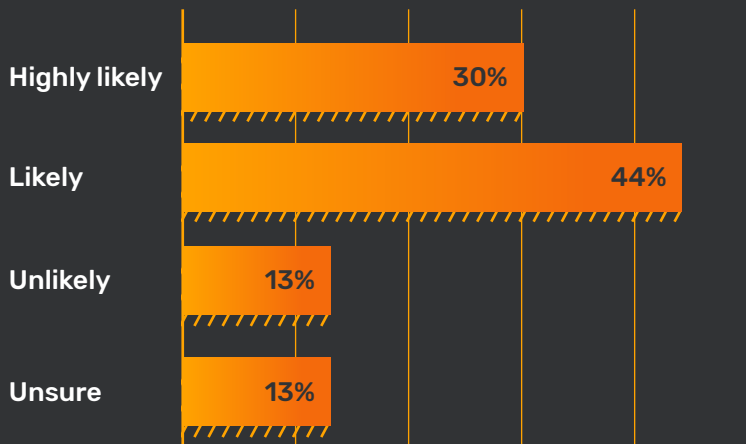
Integration into legacy tech stack is the major factor holding migration back.

## What do you think will lead the migration from satellite to IP transport in the Cloud?



**65%** of people cite technical agility of Cloud processes as the feature that will lead migration

## How likely is your organisation to outsource Cloud transport operations as a managed service?

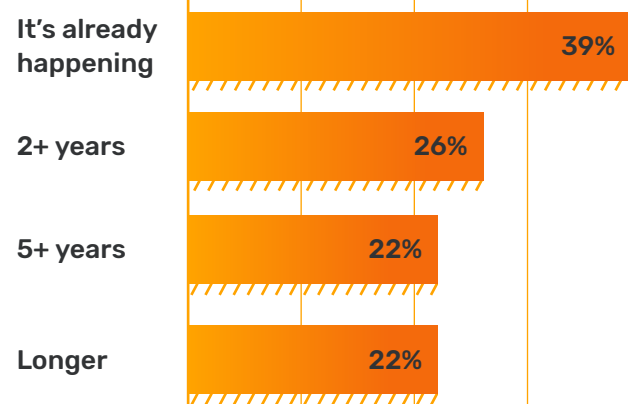


Over **70%** of respondents said their organisation was highly likely or likely to outsource cloud transport operations as a managed service.

## When do you think Cloud IP will overtake satellite as a means for the B2B transportation of live video?

**39%**

of those surveyed believe Cloud IP is already overtaking satellite as a means for the B2B transportation of live video.



Connecting you to the future of live

Learn how we can help you future proof your broadcast operations.

[READ OUR LATEST RESEARCH](#)

[TALK TO US](#)

\*Source: M2A Media survey - Thoughts on IP transport in the cloud, July 2020

