

**MTV** is the world's largest television network and the leading multimedia youth brand. In Asia, it is the Most Wanted Music Channel, viewed by more young adults than any other music channel. Reaching more than 180 million households across the region, it has five dedicated websites - MTV Asia, MTV Chinese (Taiwan), MTV India, MTV Thailand and Nickelodeon - that draw a combined average of 10 million page views a month.



# Non-stop 'hits' for MTV Asia with ΣXPAN

Since April this year, MTV Networks Asia has been using SingTel ΣXPAN's managed hosting service for its websites in Asia. Understanding the need to cater to the fast-paced and ever-changing demands of its youth audience, MTV requires a partner that has the expertise and experience to support its websites.

Said Mr Sean Choi, Senior Director/ Executive Producer, Online and Creative & Content, MTV Networks Asia: "Our rapid expansion in recent years prompted us to seek a reliable partner that can provide managed hosting capabilities with regional connectivity. We have been most satisfied with ΣXPAN's offerings since using them early this year."

## Outsourcing makes business sense

In addition to MTV's own servers and hosting abilities, the company was interested in outsourcing parts of its technical requirements to complement and enhance its existing operations.

"MTV's core competence is in its ability to produce programming and content that appeal to young people. We are not

experts in the IT field and it only makes business sense to leverage upon the capabilities of experts like SingTel ΣXPAN," said Mr Choi.

MTV Networks Asia uses ΣXPAN services, including:

- MyColo: to host their servers at a fraction of the engineering set-up and running costs.
- MyNetwork: to provide local and international Internet bandwidth for MTV Networks Asia and other customers via SingTel Internet Exchange (STiX), one of Asia's largest Internet backbone. STiX has coverage to more than 30 countries plus an extensive capacity of more than 5.5 Gbps to the US and Europe.
- MySecurity: to prevent unauthorised access into its networks and provide the first line of defence in protecting business information.

Mr Yogesh Dinkar Jadhav, System Administrator, MTV Asia Online, MTV Networks Asia, said: "The migration to ΣXPAN in April went very smoothly and



Mr Sean Choi (standing 3<sup>rd</sup> from right) and Mr Yogesh Dinkar Jadhav (seated, left) with their team from MTV Networks Asia

was completed in less than 12 hours. Since its implementation, we have not experienced any downtime with our websites. A 100 per cent uptime is a critical element for us and the service reliability to date has been most appreciated."

## Faster Internet connectivity

"After using ΣXPAN, we saw a marked improvement in the Internet connectivity to our offices in the region. Now our colleagues in India take less time to access and upload content to their website, bringing about greater work efficiency," Mr Jadhav said.

With greater growth and expansion expected in the region, MTV Networks Asia is looking to launch more dedicated websites in the region to better cater to young people in each country.

Mr Choi added: "We plan to increase video content on our websites in the future and are confident that SingTel can provide competitive services to meet our needs in developing a multimedia and interactive oriented website." ■