

Globo

Digital entertainment delights millions in Latin America

Make every connection count in media and entertainment

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Industry

Media and entertainment

Region

Americas

Globo advances employee experiences with Mist wired and wireless access

Globo is the largest media company in Latin America and one of the largest broadcasters in the world. Globo's news, telenovelas, sports, games, and other content reach 98% of the Brazilian population. Globoplay is the No. 1 Brazilian streaming platform, with 38% subscriber growth in 2024.

Globo has relied on Juniper to deliver content to its viewers since the early 2000s. Most recently, the media giant took the next step and upgraded its regional production offices with Mist™, Juniper's AI-native networking platform, to enable the apps, phones, and video services that keep broadcasts running.

Overview



Challenge

With Juniper's performance and scalability proven as the company added new digital products, entered new markets, and grew its subscriber base, Global wanted to upgrade the networks in its regional broadcast production offices.

"Our priorities for the refresh were greater visibility into our network and higher reliability for the critical services that our employees need for broadcast operations," said Alexandre Cossatis, Network and Security Coordinator at Globo.

Transformation

Globo deployed Mist for access networking in its regional broadcast production offices in Brazil. With Mist, Globo can assure that every connection in its regional offices is reliable, measurable, and secure while streamlining network operations.

In Globo's data centers and peering points around Brazil, Juniper routers and switches deliver the core IP fabric and gateway layers for content delivery to viewers.

"Network performance and reliability are a necessity at Globo," said Cossatis. "Juniper delivered a complete network solution for our content delivery network and regional offices."

Outcomes

Rapid deployment

60 days

Campus network upgrade
in 3 locations

Excellent user experience

0

Trouble tickets with
Mist networking

Market leader

No. 1

Content streaming
platform in Brazil

Solution and implementation

[Juniper Wireless
Access Points](#)

[Juniper EX Switches](#)

[Marvis AI Assistant](#)

[Juniper Wi-Fi Assurance](#)

[Juniper Wired Assurance](#)

[Juniper PTX10003
Routers](#)

[Juniper QFX100016
Switches](#)

[Juniper QFX10008
Switches](#)

[Juniper QFX5200
Switches](#)

[Juniper QFX5120
Switches](#)



"With Mist, I have more time available because I **don't worry about our office networks**, and I'm able to focus on initiatives that deliver more value to the business."

Alexandre Cossatis
Network and Security
Coordinator, Globo

Globo wins big with Mist's paring of AI-native core and access networking

Globo upgraded its regional office networks with Juniper Wi-Fi 6 wireless access points and Juniper EX switches. Juniper Wi-Fi Assurance proactively optimizes the wireless to meet the service level expectations set by the IT team and provides one-click root cause identification when issues arise. Juniper Wired Assurance enables the IT team to deploy EX switches from the Juniper Mist Cloud and manage their health. Marvis® AI Assistant enables proactive actions from the service desk to the engineering team.

Globo's core and data centers networks continue to rely on Juniper solutions to deliver content to viewers across Brazil. Juniper PTX routers and Juniper QFX switches deliver the routing and gateway layers with scalable performance, high-density interfaces, 100G to 400G performance, and extensive encapsulation and virtualization capabilities. QFX switches serve as peering devices in smaller points of presence around Brazil. QFX switches are also used for the data center fabric spine and leaf nodes.

Key takeaways and outcomes

Juniper earns high ratings from employees and subscribers

"Globoplay recorded more than four billion hours watched in 2024," said Marcus Cesario, Network Manager at Globo. "With Juniper, we have a flexible and cost-effective infrastructure to deliver applications and products to our subscribers and create new products quickly."





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With Juniper, Globo gains agility, automation, and reliability from its access networks where broadcasts are produced to the core network where content is delivered. The Mist upgrade sets the stage for using Wi-Fi 7 for studio cameras and tracking high-value assets. "Having the Mist platform opens the door to many possible innovations," said Cossatis.

● Easily handle the content demands of millions of users

Automation and reliable streaming services keep millions of Globo subscribers happy and engaged. During peak engagement times for fan favorites like Copa America football matches or the reality show Big Brother Brazil, the Globo content-delivery network easily handled public viewing and online voting.

"Our automated infrastructure supports live streaming for millions of users and adapts as needed," said Cesario. "We depend on it to create and deliver new services fast."

● Office network trouble tickets drop to zero

With Mist, the Globo IT operations team has more visibility into the networks in its regional offices. Juniper's AIOps tools can resolve issues before they impact the employee experience.

"We haven't escalated any trouble tickets since deploying Mist for our access network," said Cossatis. "The user experience is much better and our support team can quickly resolve any network issues that come up."

● Globo goes green with Juniper

Sustainability has also impacted data center decisions. Juniper routers and switches are power-efficient, aligning with Globo's commitment to being green and helping support its carbon-neutral initiatives.

More information

Mist: purpose-built with AI and for AI

To learn more about Juniper's solutions for media, broadcast, and entertainment, visit our website at <https://www.juniper.net/us/en/solutions/media-and-entertainment.html>

To learn more about Juniper's AI-native full stack network, visit our website at <https://www.juniper.net/us/en/campus-and-branch.html>

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