

# Globecast elevates content delivery using ultra-high-speed connectivity

## Overview

- Globecast Americas, which broadcasts, streams and delivers premium content to tens of millions of Americans every day, sought to relocate their West Coast operations.
- They needed a highly adaptable, internet-connected transmissions hub that was both ultra-fast and reliable.
- Strong, secure WiFi and cloud-based communications were also required to improve overall operations.

## Outcomes

- Spectrum Business prioritized scaling and efficiency in engineering the relocation, ensuring Globecast Americas experienced zero downtime.
- Ultra-fast, flexible and reliable content delivery was achieved with a multilayered internet-based transformation.
- Advanced WiFi and cloud-based unified communications enhance collaboration for staff, customers and guests.

## Why it matters

- Relocating to Westlake Village positions Globecast Americas as a leading provider of internet-based content delivery.
- Offering ultra-fast connectivity with a variety of streaming and content delivery options opens up multiple growth opportunities.
- Deploying cloud-based unified communications and advanced WiFi enables optimal customer experience across the Westlake Village campus.

## A new operations center powered by Spectrum Business® marks a shift from satellite to internet delivery

A global managed services platform serving many broadcast, media and entertainment clients, Globecast is a world leader in content distribution for broadcasters, telecom services and pay-TV. Every day, millions of people watch their array of television channels and video content.

Yet their industry faces a turning point. The emergence of streaming and pay-TV content demands multiple new modes of delivery that utilize the scale and efficiency of the internet.

To this end, its North American operation, Globecast Americas, relocated a vital West Coast operations center to Westlake Village, California to expand and improve its transmission capabilities. The move was expedited to meet the increased service demands of a growing roster of tier one streaming media and broadcast customers.

“The way people consume media has changed so much,” says Eddie Ferraro, Managing Director, Globecast Americas. “That shift has significantly increased the complexity of how content is delivered. It requires deep expertise and a white-glove, customer-first approach to ensure everything runs seamlessly behind the scenes.”

Spectrum Business was brought on during the relocation planning



Globecast Americas designed its new Westlake Village operations center to manage the high demands of content distribution in one of the world's busiest broadcasting hubs.

### Customer profile



#### Company

Globecast Americas

#### Industry

Technology

#### Services

Dedicated Fiber Internet  
Ethernet Services  
Wavelength Services  
(Ultra-High Speed Data)  
Managed Network Edge  
with WiFi  
Unified Communications  
with RingCentral



Managing multiple broadcast and streaming feeds simultaneously keeps Globecast Americas staff always alert. They leverage flexible multi-layered connectivity installed by Spectrum Business.

phase. Explains Chris Pulis, Chief Technology Officer, Globecast Group: "Spectrum Business is our go-to for connecting to anything in the world of telecommunications."

### Engineering to eliminate delays

Pulis noted "a great deal of confidence" in moving forward with the Spectrum Business team because of a shared engineering background: "Everybody was able to speak the same language and address the same concerns."

As the relocation progressed, Spectrum Business simultaneously set up [Ultra-High Speed Data](#) circuits at the new Westlake Village location and at the existing operations center in Culver City. This ensured Globecast transmissions continued uninterrupted until the Westlake Village location was ready to take over.

"We could not transition even one channel until the Spectrum Business network was up and running in Westlake Village," Ferraro notes. "Sometimes the goalposts were changing in the

middle of the project. Spectrum Business did a great job reacting to it and still delivering."

For Spectrum Business, having the right experience, products and people in place to satisfy the highly complex, ever-evolving needs of a large customer is essential to building lasting success:

Notes Rob Roache, Group Vice President, Strategic Markets, Spectrum Business: "This relocation wasn't just about moving facilities — it was about protecting Globecast's ability to perform in a demanding ecosystem where consumers expect content that is always-on, always-live, predictable and constantly measured. Our job was to deliver a foundation and design that makes reliability repeatable, even as demand scales in an AI-driven data environment."

**"The Spectrum Business team brought confidence to our relocation activities. This was precisely what we needed with such a complex, mission critical project."**

**Chris Pulis, Chief Technology Officer, Globecast Group**

### Coordinated connectivity built to deliver

The Westlake Village site has met every challenge since it opened, whether delivering live feeds of sports events from around the world or streaming content to multiple platforms. Scale and efficiency are paramount.

"When delivering live linear content, any interruption in service is highly visible," says G Morgan, Executive Vice President of Sales, Globecast Americas. "Unlike other industries, it goes beyond simply 24/7 operations. We're measured on the performance of every frame of video within each second of every hour, so that any sort of signal loss or jitter can impact user experience and ultimately revenue."

Spectrum Business set up a cohesive transmission network incorporating three different modes of connectivity for maximum diversity and redundancy. They include [Wavelength](#) circuits for ultra-fast, very low-latency point-to-point transmissions and [Ethernet](#) circuits, used for scaling and expanding operations. Several high-speed [Dedicated Fiber Internet](#) circuits enable Westlake Village to distribute content to customers across the internet.



Compared to their former operations center in Culver City (at left) the new Westlake Village location does not need so many satellite dishes. Multi-layered internet connectivity from Spectrum Business allows content to be delivered at higher quality and speed.

### Streamlining communications with WiFi and the cloud

Globecast Americas wanted its new operations center to have a network that enables close collaboration from anywhere at any time. This includes WiFi coverage that extends to conference rooms and allows television signal monitoring. Nineteen WiFi access points were installed by Spectrum Business throughout the Westlake Village facility and connected to [Managed Network Edge](#), an SD-WAN solution delivered over the Cisco platform.

Also needed was what Pulis called a “very flexible and easy to use” phone system that could scale with the organization, provide reliable internet connectivity and deliver the simplicity of a cloud-based solution. This goal was achieved by installing [Unified Communications with RingCentral](#) in 65 locations in Westlake Village.

### Ready for the future

A critical component throughout the planning and implementation phases of the project was positioning Globecast Americas for future success.

Explains William Kellogg, Vice President, Strategic Markets, Spectrum Business: “Globecast’s success depends on delivering content with zero tolerance for interruption. As content demand accelerates — driven by streaming, live events, GPU-powered processing, and AI-enabled workflows — reliability becomes the difference between meeting expectations and failing publicly. That’s why we engineered a network foundation built for continuous performance.”

Ferraro sees the Spectrum Business partnership enabling limitless future growth opportunities, so Globecast Americas remains an innovative leader in a fast-moving industry.

“We’re positioning ourselves to design, build and maintain an operation that’s technology fast-forward and able to provide managed services to our clients across every fluctuation in our turbulent market,” he says, “Being able to count on this strong, trust-based relationship with Spectrum Business is something I see as a major competitive advantage for us in the years ahead.”

**“The way people consume media has changed so much. That shift has significantly increased the complexity of how content is delivered. It requires deep expertise and a white-glove, customer-first approach to ensure everything runs seamlessly behind the scenes.”**

**Eddie Ferraro, Managing Director, Globecast Americas**

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