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#CiscoLive

The bridge to possible

How WWE Uses Cisco ThousandEyes to Remove Network Unknowns Before and During Live Broadcasts

Ralph Riley – Director, Broadcast IT Systems, WWE
@ralphriley023
CSSAPP-2150

Cisco Webex App

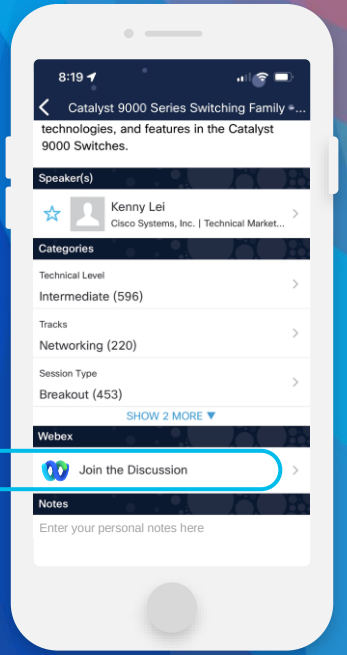
Questions?

Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 9, 2023.



https://ciscolive.ciscoevents.com/ciscolivebot/#CSSAPP-2150

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Agenda

- Introduction
- WWE
- How We Operate
- Challenges/Solutions
- Fireside Chat
- Conclusion

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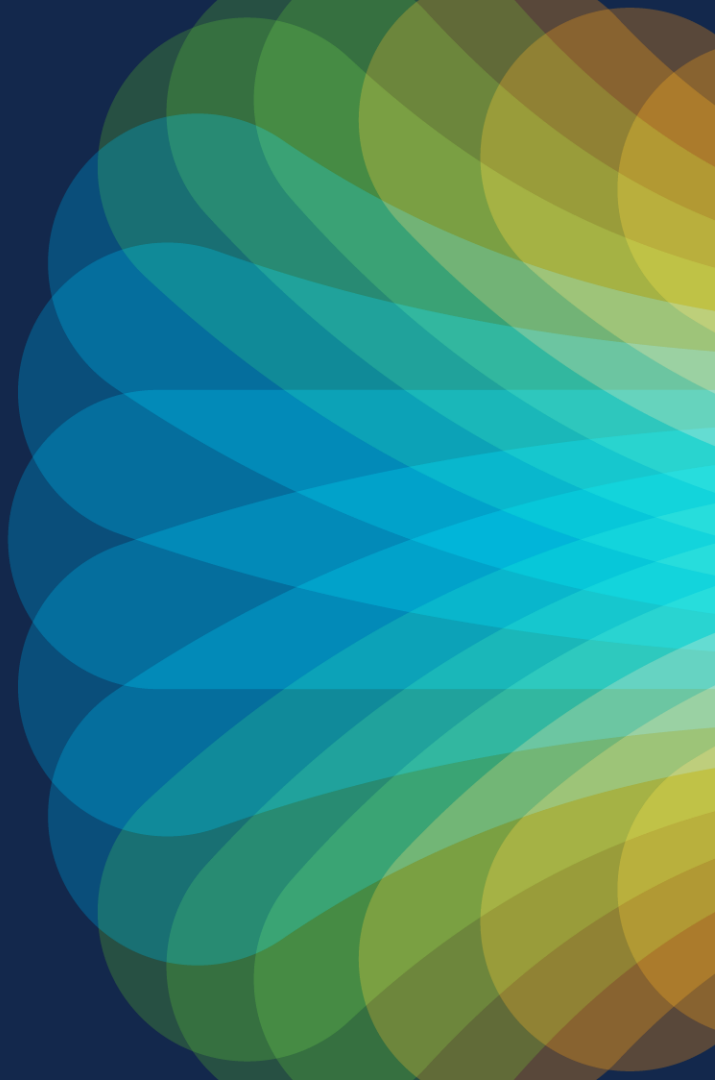
Introduction



About Me

- Started in 2009 as Intern
- Help Desk Technician
- Road Network Engineer
- Post Production Engineer
- Director, Broadcast IT Systems

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Who is your favorite WWE Superstar?

Join at slido.com
#Smackdown

WWE Programming

- Programming delivered to 1 billion homes worldwide:
  - Distribution Partners
  - WWE Network
  - Peacock
  - Live Events
  - Premium Live Events
  - VOD Library

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WWE Content

- We broadcast our content to 180 countries in 30 languages
- Original content delivered 52 weeks a year to a global audience
- WWE Superstars
- WWE Shows

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How We Operate

Offices

WWE Corporate Office

- 500+ employees
- IT, HR, Marketing, etc.

WWE TV Studio

- Editors
- Artists
- Engineers
- Production crew

WWE Event Technical Operations

- 12 tractor trailers
- 14 cast and crew buses
- Crew of over 150

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WWE Content Flow

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Challenges/Solutions

Arenas & The Road

- Antiquated infrastructure
- ISP concerns
- Staffing concerns
- Broadcast video concerns

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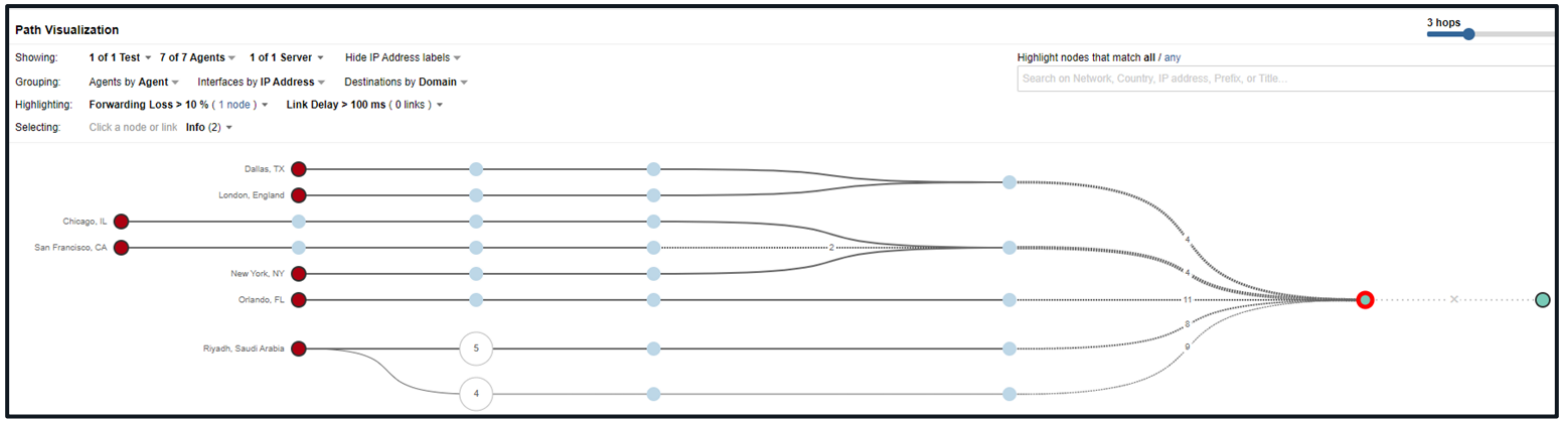
ISP Outage

- Timeline:
  - ETO Crew calls TV Studio
    - Answers needed ASAP
- Solution:
  - ThousandEyes
  - ShareLink



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Broadcast Video & Audio Transmission

- Exists on the Road and in the TV Studio
- Through VPN

- Solution:
  - ThousandEyes SIP tests – audio reliability
  - ThousandEyes VPN GW Network Agent to Server Test

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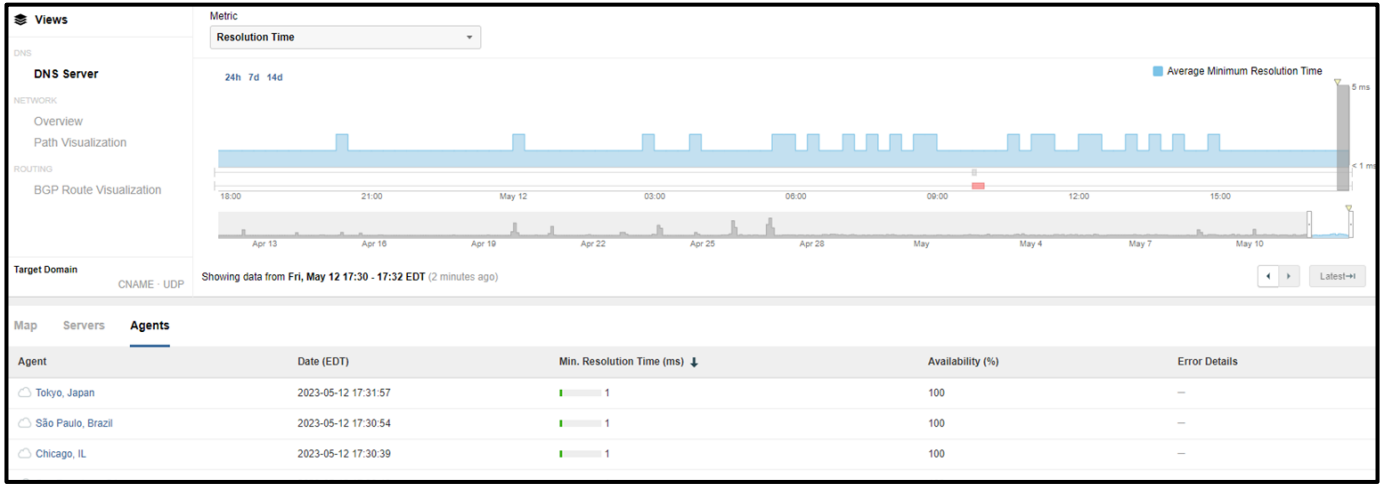
File Transfer Availability and Operations

- Are our services up?
- What is their global availability?

- Solution: ThousandEyes
  - DNS Server Test
  - Agent to Agent testing



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Fireside Chat with Ralph Riley

Joe Vaccaro
Head of Product
Cisco ThousandEyes

Fill out your session surveys!

Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!

Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.

These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

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Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

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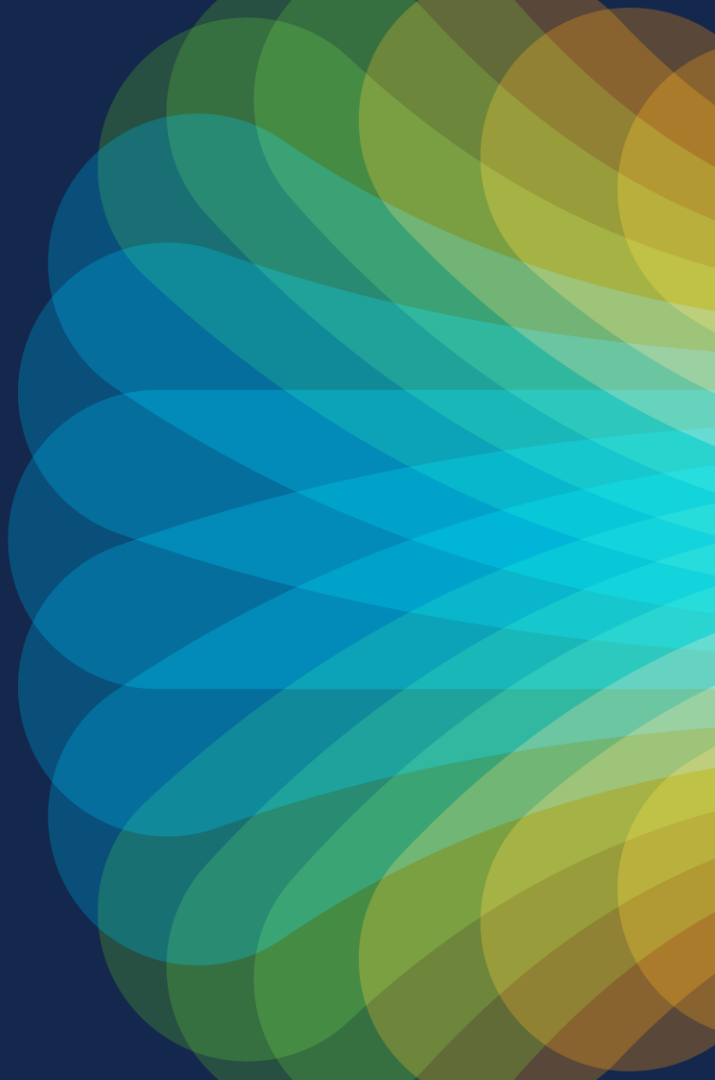
Thank you



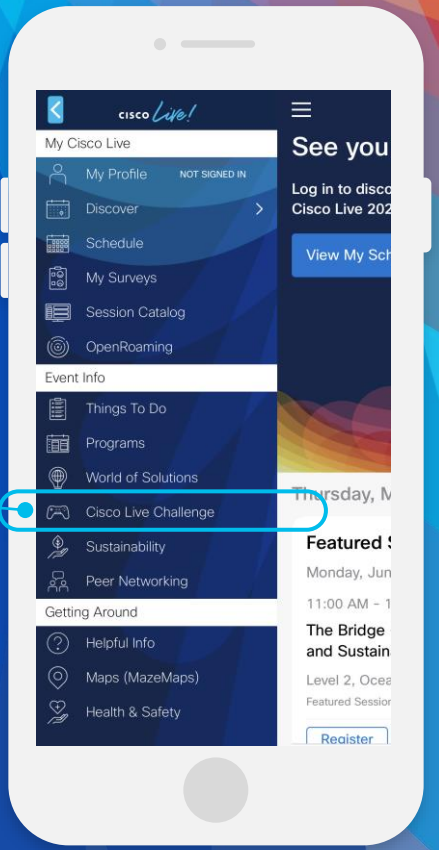
Cisco Live
Challenge

Gamify your Cisco Live experience!

Get points for attending this session!

How:

1. Open the Cisco Events App.
2. Click on 'Cisco Live Challenge' in the side menu.
3. Click on View Your Badges at the top.
4. Click the + at the bottom of the screen and scan the QR code:



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