

Enhance content delivery and streaming



The operating environment in the media and entertainment industry has shifted from traditional hardware to complex, cloud-native IP video pipelines and software-defined routing. With audiences fragmented across ad-supported streaming, live over-the-top (OTT) applications, and premium live sports streaming, maximum network availability has emerged as the driver of viewer retention and advertising revenue. In this margin-constrained environment, where tier-1 streaming rights demand billions in investment, the network layer can become the core engine of the media value chain.

Transitioning to standard IP fabrics introduces highly complex orchestration challenges. When an uncompressed IP video stream suffers a localized packet drop or a transient Packet Timing Protocol (PTP) synchronization jitter during a high-stakes live broadcast, manual operations cannot respond fast enough—potentially resulting in video feed disruptions and impacted ad-insertion scheduling.

To protect live transmission integrity and maximize operational efficiency, media leaders are transitioning from static, human-triaged monitoring to agentic AI frameworks. By treating autonomous AI agents as a foundational layer of media infrastructure, organizations can leverage near-real-time predictive insights to heal transit failures at the edge. This can significantly reduce the vulnerability of human-reactive troubleshooting, helping to maintain content delivery quality and protect brand equity across millions of streams.

The challenge

Media networks demand maximum uptime for high-bandwidth circuits. Relying on an entirely manual, human-reactive approach to network anomalies means that transient faults can disrupt live broadcasts or streaming data before a human operator can even triage the ticket.

Assurance agent

The Assurance agent with the Verizon Agentic MNS Operating Layer autonomously troubleshoots common network issues and proactively responds to threats with near real-time diagnostics.

The benefits*



Supports ultra-high availability through continuous AI proactive monitoring.



Helps resolve issues automatically, reducing the need for repetitive customer support requests or engineering escalations..



Can save reactive manual hours, allowing engineering teams to focus on core content delivery.

Learn more

[Schedule a consultation >](#)

[Explore our solutions >](#)

*Use case provided for illustrative purposes only, does not guarantee commercial viability and requires independent, careful evaluation before commercialization.

© 2026 Verizon.