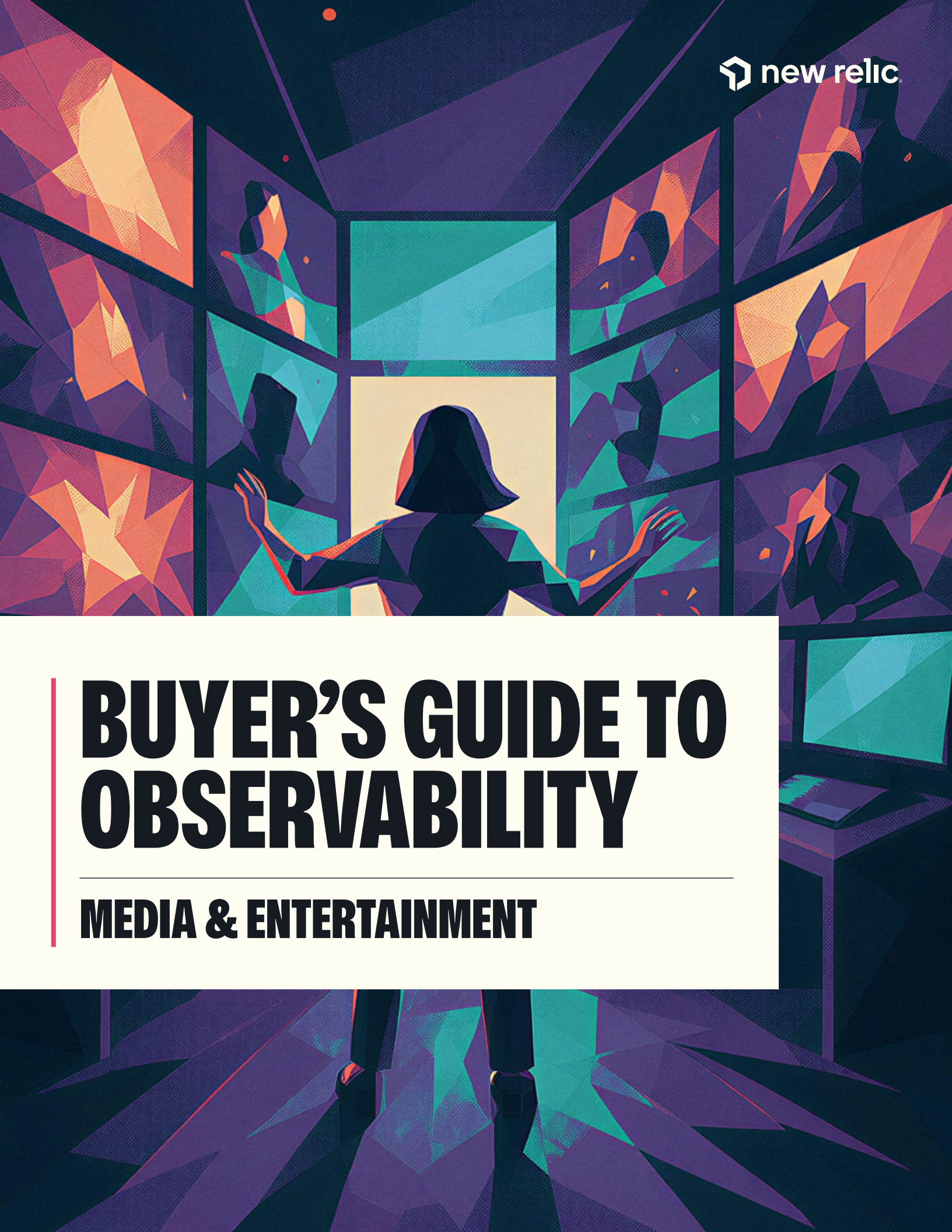

new relic

BUYER'S GUIDE TO OBSERVABILITY

MEDIA & ENTERTAINMENT

INTRODUCTION

The margin for error in media and entertainment has never been smaller. Audiences expect flawless streams on any device, at any scale, the moment they press play. At the same time, leadership is pushing harder than ever to grow ad and subscription revenue, deploy AI-driven personalization, and contain infrastructure costs, often simultaneously.

The architecture required to deliver on all of this is extraordinary in its complexity. Live events, connected TV, multi-CDN delivery, dynamic ad insertion, and real-time personalization each introduce new dependencies. Every layer in that stack, from video players and CDNs to ad tech and third-party delivery partners, is a potential failure point. And failures don't stay contained. A buffering spike, ad timeout, or degraded recommendation service can trigger a rapid cascade of viewer frustration, lower engagement, accelerated churn, and lost revenue.

Legacy monitoring was never designed for this environment. It leaves teams learning after the fact that startup times spiked during a championship broadcast, that ad completion rates collapsed because of an upstream dependency, or that a recommendation service quietly degraded session depth for days. Fragmented visibility means reactive war rooms, exhausted engineers chasing symptoms, and decision-makers left without a unified way to connect streaming quality, ad performance, content engagement, and infrastructure spend.

Intelligent observability is the operating model the industry now requires. It provides real-time visibility across the entire digital media supply chain. By consolidating telemetry, viewer experience signals, and monetization data into one platform, media organizations gain the ability to resolve issues before audiences notice, handle live event traffic with confidence, maximize ad yield, reduce churn through smarter personalization, and build and ship new experiences without flying blind. This guide shows how the right platform transforms observability from a cost center into a competitive advantage.

HOW INTELLIGENT OBSERVABILITY HELPS DIFFERENT TEAMS

Beyond the core benefits of uptime and reduced spend, intelligent observability offers unique advantages for the specific teams keeping the media engine running.

PLATFORM ENGINEERING TEAMS ↘

In media, platform teams must manage the "Golden Path" for developers across streaming products, device platforms, and regional deployments. Intelligent observability gives them a unified view of technology adoption and delivery performance standards. It allows them to set organization-wide benchmarks for stream quality, latency, and availability, ensuring consistent experiences whether content is delivered to a mobile device or a living room TV.

ENGINEERING MANAGERS ↘

For teams responsible for playback, recommendations, and ad insertions, intelligent observability provides visibility into how specific platform decisions impact revenue and retention. It enables them to track historical trends, such as how resolving a CDN bottleneck reduced buffering events and improved viewer retention. And it provides the data needed to show leadership how technical performance directly drives higher viewer engagement and subscription growth.

DEVOPS ENGINEERS ↘

For DevOps, the priority is "Zero-Downtime Delivery" during high-stakes broadcasts and content launches. Intelligent observability supports confident releases of new video pipeline components, ad tech integrations, or recommendation logic by identifying degradation signals instantly. It integrates with deployment workflows to ensure that "Code-to-Stream" velocity remains high without risking viewer experience or ad yield during peak audience windows.

SECURITY/COMPLIANCE OFFICERS ↘

Media platforms are high-value targets for credential theft, content piracy, and ad fraud. With intelligent observability, security leaders gain the ability to detect and correlate anomalous traffic patterns and unauthorized access in near real time. It also provides a reliable audit trail for GDPR, CCPA, and digital rights compliance reviews, ensuring that subscriber trust and content licensing agreements are never compromised.

MEDIA & ENTERTAINMENT: IS YOUR ORGANIZATION READY?

Before selecting a partner, ask your team these specific questions:

- **Revenue Impact:**

  "Can we quantify the exact revenue lost per minute of stream disruption during our largest live event of the year?"

- **The CDN Blind Spot:**

  "Do we have visibility into the latency caused by our CDN providers or third-party ad delivery partners during an active campaign?"

- **The AI Recommendation Gap:**

  "Do we know if our AI-driven content 'You Might Also Like' recommendations are loading fast enough to influence a viewer's engagement or are we losing them?"

- **The Viewer Journey:**

  "Can we track a single viewer's experience from app launch through registration, content discovery, ad playback, and streaming experience across every device?"

This checklist surfaces the critical difference between generic infrastructure monitoring and the business-level insight required to run a competitive media platform. In an industry where audience attention is the scarcest resource, closing that gap requires more than yet-another-dashboard.

Not all platforms are built to handle the extreme volatility of live sporting events, blockbuster gaming releases, or simultaneous global content drops. When evaluating a partner, the ability to provide real-time clarity during a traffic spike matters far more than a long list of generic technical features. If a platform cannot correlate a CDN latency spike to a drop in ad completion rates, it isn't providing the level of accountability your business requires.

A STRATEGIC FRAMEWORK FOR EVALUATING OBSERVABILITY PLATFORMS

Choosing an observability platform is a critical strategic decision and an investment in operational resilience, innovation velocity, and business alignment. Therefore, evaluating potential solutions requires a framework focused not just on technical features, but on the core capabilities that drive tangible business value.

CORE CAPABILITY: UNIFIED FULL-STACK VISIBILITY ↘

The foundational requirement of any strategic observability platform is a single, unified source of truth. By ingesting all operational, cost, change, and dependency data data into one platform, an organization eliminates the silos that create confusion and delay. This unified view aligns development, operations, security, and business stakeholders around a shared, real-time understanding of system health, performance, and cost.

Achieving this requires a platform capable of ingesting more than just basic telemetry such as metrics, events, logs, and traces (MELT). To deliver genuine intelligence, a modern observability platform must ingest and correlate a richer set of data points for a full contextual understanding of system behavior. This broader signal set is commonly referred to as MELTx.

In practice, the MELTx framework includes:

- **Security Signals:** To integrate security posture directly into operational health and provide a unified view of risk.
- **Cost Data:** To attribute cloud spend to specific services and features, enabling precise ROI analysis.
- **Configuration Changes:** To correlate deployments and environmental changes with performance degradation or improvements.
- **Dependencies:** To map the complex relationships between services, infrastructure, users, and third parties.
- **Runbooks:** To embed remediation knowledge directly within the platform, accelerating incident response.

Furthermore, this data must span every part of your stack, from front-end to back-end infrastructure, and include continuous contexts such as deployment markers, feature flags, and ownership metadata. This enables teams to move from knowing what happened to understanding why it happened and what it affects.

ARCHITECTURAL AND TECHNICAL CONSIDERATIONS

UNIFIED DATA PLATFORM ↘

A modern observability platform should be built on a single, real time data platform that connects and correlates telemetry in context while explicitly modeling relationships across services, infrastructure, and users. This shared data foundation is what enables consistent correlation, ownership, and system level understanding as environments evolve.

That foundation should also support a native service catalog, and compliance or scorecards that operate on the same underlying data rather than separate modules.

OPEN AND EXTENSIBLE FEATURES ↘

A strategic observability platform must include open and extensible features to avoid vendor lock-in and ensure future-readiness. An open approach allows organizations to standardize instrumentation and maintain data portability, providing the flexibility to adopt new technologies without being constrained by a proprietary ecosystem.

The non-negotiable standard for this is first-class support for OpenTelemetry (OTel). A platform must treat OTel data as a peer to its own native agents, with full support for native OpenTelemetry Protocol (OTLP) and flexible Collector deployment in both agent and gateway modes. This commitment ensures you can instrument your services once and send that telemetry to any compatible backend, giving you complete control over your data and technology choices.

This framework provides a clear lens for evaluating the core capabilities an observability platform should have. The following section examines how New Relic is architected to deliver on these strategic capabilities and translate them into measurable business outcomes.

APPLIED INTELLIGENCE ↘

In an environment of escalating complexity, traditional human driven, manual analysis alone is insufficient. This means moving beyond simple threshold-based alerts to AI-strengthened capabilities like automatic anomaly detection, intelligent alert correlation, and deep root-cause analysis that works across all telemetry signals.

This eliminates context switching and critically, enables business users to access production insights without needing console access, democratizing data across the enterprise.

EVALUATING THE MARKET: MEDIA & ENTERTAINMENT RED FLAGS

FEATURE ↘	WHAT TO LOOK FOR ↘	MEDIA-SPECIFIC RED FLAG ↘
DATA SILOS	A platform that connects frontend, CDN, ad delivery, and backend services.	You need three separate tools to see whether a playback failure originated in the video pipeline, the ad server, or the CDN.
SCALING	Automatic, elastic scaling for live event traffic surges.	The vendor recommends you to submit a ticket to “pre-provision capacity” before a major live event or content drop.
PRICING	Pay for what you use.	You are forced to “sample” or drop 90% of your data during peak streaming windows to stay within budget.
TOOL SPRAWL	One platform for logs, traces, and RUM.	Your streaming operations team and your ad monetization team report different sets of “truth” for the same timeframe.

EVALUATING THE MARKET: MEDIA & ENTERTAINMENT RED FLAGS

New Relic delivers intelligent observability through a single, unified platform designed to support modern, highly distributed systems at scale. It brings together telemetry, context, and applied intelligence to help organizations understand system behavior, reduce operational risk, and connect technical performance to real business outcomes. The following capabilities illustrate how New Relic translates intelligent observability principles into real, operational outcomes across complex environments.

FLEXIBLE, OPEN OBSERVABILITY TO MONITOR YOUR FULL STACK ↘

New Relic unifies all telemetry, service catalog, team ownership, and compliance in a single platform with 700+ integrations, first class OTel support, and open APIs. The platform fits cleanly into your existing environments and scales as systems grow. Every team has a shared, real-time, single source of truth across apps, infrastructure, and third-party services.

As you evaluate observability platforms, you'll see that all have a variety of features, but few capabilities that are true difference makers. These are the New Relic features that are force multipliers for your teams:

EXPERIENCE-CENTRIC OBSERVABILITY ↘

New Relic extends observability beyond system metrics to include real user experience. It helps teams understand how performance issues affect users, anticipate frustration or churn, and guide developers with code level insight based on real production behavior.

Force multiplier: Code-to-Impact Traceability links performance issues or business impact back to specific code commits or even lines of code.

PREDICTIVE AND PROACTIVE INTELLIGENCE ↘

New Relic uses applied intelligence to forecast potential incidents and their business impact before issues spread. This includes deployment risk scoring that highlights risky releases, surfaces contributing factors, and recommends preventive actions so teams can intervene early rather than react after impact.

Force multiplier: Predictive Alerts indicate the likelihood of a major incident in the next hour/day, with drill-down to contributing factors.

AI OBSERVABILITY ↘

New Relic provides purpose built visibility into AI systems and agent based workflows. It enables teams to monitor model performance and drift, understand how model behavior impacts business outcomes, and observe how agents interact, hand off tasks, and execute workflows across distributed environments.

Force multiplier: Model Drift Alerting with Business Context notifies teams on AI model performance degradation and explains the potential business consequences.

ACTIONABLE REMEDIATION ↘

Teams can move beyond alerting by using safe, AI-strengthened remediation with clear guardrails. This approach helps reduce MTTR by recommending or triggering corrective actions, freeing up SRE cycles while maintaining visibility into dependency risks so teams can resolve issues faster without increasing operational risk.

Force multiplier: Autonomous Fix Suggestions recommends specific remediation steps, including confidence levels and potential side effects.

INTEROPERABILITY AND STANDARDS ↘

New Relic extends observability beyond applications and infrastructure into the broader digital and AI supply chain. It unifies operational and security signals and supports emerging standards and protocols, enabling systems and tools to work together without tight coupling or vendor lock-in.

Force multiplier: Standard Compliance Monitor automatically checks and reports on adherence to emerging AI communication standards.

ACTIONABILITY TIED TO BUSINESS OUTCOMES ↘

Operational data becomes more valuable when it is directly connected to business results. Scorecards and analytics can turn best practices into automated checks, track progress over time, and roll results up by team, making operational excellence measurable, auditable, and continuously improving across reliability, customer experience, and unit economics.

Force multiplier: Business Impact Dashboard shows how the current system performance is directly impacting key business metrics.

AT A GLANCE: KEY CRITERIA

CRITERION	NEW RELIC	DETAILS ↘	OTHER PLATFORMS ↘
FULL-STACK OBSERVABILITY	✔	Unifies all telemetry for full-stack, end-to-end, real-time visibility.	Often provide observability capabilities but may rely on fragmented tools or integrations, leading to potential gaps in end-to-end visibility.
OPEN AND EXTENSIBLE	✔	OpenTelemetry, 700+ integrations, open APIs that are extensible, portable by design.	While many platforms claim extensibility, they may require proprietary agents, limiting flexibility and vendor neutrality.
UNITED DATA PLATFORM	✔	Single real-time data layer unifying entities, queries, correlations.	Other platforms may use separate data stores for different telemetry types, resulting in siloed data and more complex cross-domain analysis.
APPLIED INTELLIGENCE	✔	Built-in, context-aware AI tools like the SRE assistant and predictive capabilities allow for automated anomaly detection, proactive alerting, and accelerated, proactive remediation.	Often treat AIOps as fragmented, add-on modules that lack platform-wide context. These siloed or limited capabilities can result in fragmented or incomplete insights and make cross-domain analysis more complex.
EASE OF IMPLEMENTATION AND ADOPTION	✔	Quickstarts, broad integrations, minimal setup, day-one value from existing telemetry.	Other platforms may require extensive setup or additional tools given the siloed nature of their architecture.
BUILT FOR DEVOPS	✔	Self-service ownership, IDE surfacing, ChatOps workflows, team-aligned permissions.	Provide DevOps tools but often lack the seamless integration and team-aligned workflows that New Relic offers.
OPERATIONAL EXCELLENCE	✔	Custom scorecards automate standards, track compliance, and drive continuous improvement.	Often lack the customization and automation capabilities of New Relic's scorecards.
CONNECTIONS TO BUSINESS OUTCOMES	✔	Overlay KPIs and cost with reliability, quantify real-time business impact.	Typical monitoring solutions are often not as deeply integrated with operational data and are unable to provide real-time business impact analysis.

YOUR JOURNEY TO INTELLIGENT OBSERVABILITY STARTS HERE

The stakes are clear: unplanned downtime costs businesses millions, fragmented tools slow your teams, and AI is accelerating operational complexity faster than traditional monitoring can handle. You need a platform that unifies your data, automates compliance, and gives every team, from DevOps to the C-suite, the visibility and clarity they need to act.

New Relic delivers that unified platform. With 700+ integrations, customizable scorecards built on live production data, and AI-strengthened insights that surface issues before they become incidents, New Relic is built for the realities of modern software.

The best way to understand what intelligent observability can do for your organization is to experience it. Explore the platform, see how your data connects in real time, and discover how much faster your teams can move when they're working from a single source of truth

READY TO GET STARTED?

Try New Relic free for 30 days

Try it Yourself →

Join us for a demo today

See How it Works →

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