

EBOOK

5 WINNING OBSERVABILITY STRATEGIES

MEDIA & ENTERTAINMENT



MEDIA & ENTERTAINMENT ↘

ABS@CBN

The media company achieved 98-99.5% uptime for its digital platforms by implementing automated alerts and proactive monitoring. This reduced MTTR from 4-8 hours to 1-2 hours.

itv

New Relic ensured a smooth migration of ad revenue systems from on-premises legacy applications to a new cloud-native platform on AWS, continuing to be used for site reliability engineering and performance baselining, fostering collaboration between business and technology teams.

shutterstock

The media platform protected customer data and improved fraud detection by using New Relic to correlate telemetry and business data. Shutterstock promptly surfaced suspicious login attempts, blocked bad actors, and reduced the time spent generating fraud reports by 75%.

GAMING & BETTING ↘

Every Matrix

By adopting New Relic, they achieved a 25% reduction in MTTR and gained the ability to spot 95% of incidents in a single dashboard.

William HILL

William Hill, a betting and gaming company, improved its MTTR by 80% by standardizing on New Relic and consolidating three other monitoring tools. This led to a 25% faster resolution of P1 incidents and a 60% reduction in alert noise.



MEDIA & ENTERTAINMENT

Media platforms demand near-perfect continuous availability for their global audience. Observability helps this sector maintain extremely high uptime through automated alerts and proactive synthetic testing. It's essential for smooth migrations of high-value systems, like ad revenue platforms, to cloud-native architectures. Crucially, it provides the security insights needed to correlate telemetry and business data to protect customer data, immediately surface suspicious login attempts, and efficiently reduce the time spent generating fraud reports. As a result, companies in this sector report a 2-3x return on their observability investment, significantly higher than the cross-industry average.

ACHIEVING 98-99.5% UPTIME WITH AUTOMATED ALERTS

MEDIA AND ENTERTAINMENT : ASIA PACIFIC



Customers would just elaborate on their experience, and sometimes they couldn't clearly recall exact details. That made it difficult for us to do our troubleshooting.

Jane Quiambao

OIC-Head of Enterprise Technology Division
ABS-CBN

[READ THE FULL STORY →](#)

BUSINESS GOAL

Maintain extremely high uptime and reliability for their digital media platforms through automated incident alerts and proactive monitoring.

SOLUTION

ABS-CBN implemented New Relic's automated incident alerting capabilities along with full-stack observability. This allowed them to detect issues quickly, receive relevant notifications, and proactively address problems across their digital estate. Synthetic testing every five minutes for critical services enabled proactive monitoring.

CHALLENGE

ABS-CBN, a major media and entertainment conglomerate, operated various digital platforms that demanded continuous availability for their audience. Their previous monitoring approach relied on multiple, siloed tools and a reactive strategy, leading to issues only being identified after they had escalated and were already impacting end-users.

RESULTS

New Relic helped ABS-CBN achieve an impressive 98-99.5% uptime for their digital platforms. The automated alerts and comprehensive monitoring enabled faster detection and resolution of issues, reducing MTTR from 4-8 hours (or even days) to just 1-2 hours, minimizing disruptions for their vast user base.



MIGRATING AD-REVENUE SYSTEMS TO CLOUD

MEDIA AND ENTERTAINMENT : EUROPE



By being able to trace across all of those systems and then very quickly tie down where our performance bottlenecks are with New Relic, we can get to the root of what is actually involved in serving a user request and fix it.

Andrew Duncan,
Principal Engineer, ITV

[READ THE FULL STORY →](#)

BUSINESS GOAL

Successfully migrate key ad revenue systems from on-premises legacy applications to a new microservices platform in the AWS public cloud, ensuring continued revenue generation and building trust among users.

SOLUTION

ITV used New Relic to achieve full observability during the migration. This provided real-time visibility and monitoring of application and infrastructure performance, crucial for identifying and fixing bottlenecks. New Relic dashboards were shared with the entire ATS department during go-live.

CHALLENGE

ITV, a major broadcaster, faced the complex task of modernizing its Airtime Sales (ATS) department, which generates £1.7 billion in annual advertising revenue. This involved moving from legacy Java applications to a new cloud-native, microservices architecture on AWS, with significant technical debt and user resistance to change.

RESULTS

New Relic ensured a smooth and trouble-free migration, building trust among end-users and technology teams. Post-migration, New Relic continues to be used for site reliability engineering, performance baselining, and improving business processes, fostering a collaborative culture and shared understanding between business and technology.

PROTECTING CUSTOMER DATA AND FRAUD DETECTION



With New Relic, our engineers have the information they need to resolve potential business-critical events faster, so we can focus on helping our customers tell their stories through our extensive content library.

Christian Bobadilla,
Director of Product & Application Security
Shutterstock

MEDIA / CREATIVE PLATFORM : NORTH AMERICA

[READ THE FULL STORY →](#)

BUSINESS GOAL

Advance monitoring capabilities to protect customer information, efficiently identify fraud patterns, and secure against account takeovers.

SOLUTION

Shutterstock partnered with New Relic to enhance their observability for security. They leveraged [New Relic's logs in context](#), log query enhancements (including JOINS, GeolP, and Lookups), and data export capabilities to correlate telemetry and business data for security insights.

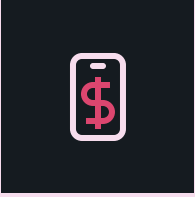
CHALLENGE

Shutterstock, with its vast library of digital content, needed to efficiently identify security threats and analyze fraud patterns in logs to protect customer data. Generating reports on fraud was a time-consuming process.

RESULTS

Shutterstock significantly improved its ability to assess suspicious activities and potential fraud patterns. They could immediately surface multiple login attempts from single IP sources targeting customer accounts, proactively block bad actors, and reduce the time spent generating fraud reports by 75%.

GAMING & BETTING



Gaming and betting platforms handle millions of real-time transactions and price changes daily, especially during peak events. The benefit of observability is its capacity to standardize on a single platform, leading to an improvement in MTTR and a significant reduction in alert noise. The real-time visibility is key to ensuring 100% uptime when every second counts for the business.



25% REDUCTION IN MTTR

MEDIA, ENTERTAINMENT & GAMING : EUROPE



We have a dashboard for all our environmental applications, all our different products—the things I care about the most, in one place. We can spot 95% of our incidents in this one dashboard.

Mihnea Dobre
Group CTO, EveryMatrix

[READ THE FULL STORY →](#)

BUSINESS GOAL

Fuel year-on-year growth by ensuring high uptime and reliability for their leading iGaming platform technology, which serves over 300 global clients and tier-1 regulated operators.

SOLUTION

EveryMatrix standardized on New Relic to combine visual dashboards and intelligent alerts. They use New Relic to track the full transactional journey across their distributed infrastructure and monitor "golden signals" (Throughput, Latency, Error rate) as a single source of truth.

CHALLENGE

The online gaming environment requires instant interaction, meaning slow or intermittent solution components result in lost revenue. This challenge is compounded by a globally distributed infrastructure involving multiple cloud providers and a component-based architecture.

RESULTS

New Relic helped EveryMatrix achieve a 25% reduction in MTTR and allowed them to spot 95% of incidents in a single dashboard. The team became more proactive, drastically reducing out-of-hours and on-call workloads. They use the data to accurately calculate the direct cost of downtime (number of transactions affected) to inform strategic investments and meet the strict requirements of tier-1 state lotteries by providing transparent, verifiable metrics.

IMPROVES MTTR BY 80%

GAMING / BETTING : EUROPE



When we have downtime, we need to know how much that downtime is costing us as a company. Every second counts. And the real-time nature of New Relic actually lets us work out those costs, exactly.

Stephen Wild

Engineering Manager for Observability and Automation, William Hill

[READ THE FULL STORY →](#)

BUSINESS GOAL

Decreasing downtime and improve Mean Time to Resolution (MTTR) for incidents across a complex, real-time tech stack.

SOLUTION

William Hill standardized on New Relic, consolidating three competitive monitoring tools into a single, self-service observability platform. They leveraged New Relic for APM, [infrastructure monitoring](#), and distributed tracing (with [OpenTelemetry](#)).

CHALLENGE

William Hill, a leading betting and gaming company, handles millions of online transactions and price changes daily. They faced frequent overnight incidents with their previous monitoring tools, leading to downtime and high MTTR, especially during peak events.

RESULTS

William Hill achieved an 80% improvement in MTTR and a 25% improvement in resolving P1 incidents within 60 minutes. They also saw a 60% reduction in alert noise. The platform's reliability ensured 100% uptime, even during massive events like the [Grand National](#).

CONCLUSION

NEW RELIC IS THE FOUNDATION FOR DIGITAL EXCELLENCE

The use cases detailed throughout this ebook, through the lens of industry-specific outcomes, collectively paint a compelling picture of how New Relic is transforming digital businesses worldwide.

From the real-time conversion optimization in Retail to the absolute transactional reliability required in Financial Services, and the urgent need to accelerate engineering velocity in Core Technology, the consistent theme is observability as a cornerstone of sustained digital excellence and a strategic business advantage.

Key takeaways from industry leaders:

→ **Accelerated Resolution** Companies across every sector dramatically reduced their time to resolution (MTTR) and detection (MTTD), proving that faster diagnosis means lower financial impact.

→ **Business Alignment** Observability provided a unified, shared understanding between engineering, product, and executive teams, enabling data-driven decisions that directly impacted revenue and efficiency.

→ **Proactive Resilience** Organizations moved from a reactive firefighting posture to a proactive stance, ensuring high uptime, enhancing security, and safely deploying new features.

New Relic provides the unified, AI-strengthened insights that enable teams to navigate complexity with confidence. By breaking down data silos and offering a single source of truth for all telemetry, New Relic empowers every leader and engineer to understand the health, performance, and impact of their digital systems.

These stories are about building a proactive, resilient, and innovative future. Observability is the investment that future-proofs your business for agility and profitability in the digital age.

Ready to learn more?
Join us for a demo today.

[See How it Works →](#)

© Copyright 2026, New Relic, Inc. All rights reserved. All trademarks, trade names, service marks and logos referenced herein belong to their respective companies. 04.2026

