

How Nine Entertainment Used AI to Reduce Alert Notifications by 80% During Live, International Sporting Events



INDUSTRY

Media

PRODUCTS

LM Envision

Edwin AI

LM Cloud

LM Website Monitoring

ServiceNow CMDB integration

SOLUTIONS

- + Automatic issue identification and resolution
- + 24/7 cloud-based monitoring
- + Comprehensive visibility

CHALLENGES + RESULTS

- + Disjoined infrastructure acquired through mergers > unified, cloud-based observability solution
- + High volume of alert noise > 80% reduction in alerts through implementation of Edwin AI
- + Multiple service agreements > one streamlined vendor solution with broad integration capability
- + ServiceNow incident overload > 30% reduction in ServiceNow incidents through Edwin AI correlation and prioritization

KEY OUTCOMES



Reduced alert notifications by 80% during live, international sporting events



Delivered enhanced broadcast experience for viewers through real-time monitoring of bandwidth related to streaming feed quality



Provided a platform for scalable growth by easily integrating with Nine's key business operations tools



Edwin AI has given us hours back in the day so that we can concentrate more on meaningful work like future projects and improvements."

Peter Bethel, Infrastructure Manager, Nine Entertainment

Nine Entertainment: Australia's Leading Local Media Faced Infrastructure Challenges After Acquisitions

For nearly 70 years, Nine Entertainment has been a leading source for news, lifestyle, entertainment, and major sports broadcasts across Australia. The company's large portfolio of outlets ensures reliable media coverage for every Australian — whether someone wants to get their news and entertainment via radio, TV, streaming platforms, or through a major print outlet like the Sydney Morning Herald.

Today, after a series of acquisitions, Nine has grown to be the country's largest local media organization, employing in excess of 5000 staff across eight offices in five states. And as a major supporter of sport in Australia, Nine is the go-to live television network for high-demand international events, too — such as the Olympics.

But growing and expanding a media empire isn't without its challenges — ones that have to be overcome quickly, and sometimes on the fly, before viewers grow dissatisfied and flip the channel to a competing network or click over to another streaming platform.

Challenge: Achieve unified monitoring for acquired infrastructure

As Nine grew, the company absorbed other media outlets and companies, each of which already had its own monitoring platform. This led to a messy configuration of different services and degraded Nine's ability to monitor vital systems in a unified way.

"Nine originally had a mix of monitoring deployments, so bits and pieces of other systems that were added over time," said Peter Bethel, infrastructure manager at Nine Entertainment. This introduction of various monitoring solutions into one organization led to problems like:

- Scattered and disjointed systems that didn't provide clear observability across all operations.
- A mix of cloud and on-premises infrastructure with varying monitoring needs and associated risks for downtime.
- Multiple vendor contracts and service agreements that had to be managed by Nine's corporate teams, taking valuable time away from essential technical and broadcast work.

Getting clear observability across the entire organization was essential to Nine's growth across Australia — and beyond. "Because we stream content to audiences around the world, we're looking at a potentially global impact if some of our services go down," Bethel said. "Depending on the nature of the problem, it could mean that people literally can't access their streaming platform, not to mention other channels. And that means your customers are adversely impacted, which is of course critical for us to address quickly."

Losing the trust of loyal viewers is problematic enough. But downtime on any of Nine's TV channels, streaming platforms, or online publications can have additional impacts on revenue beyond subscriber counts and fees. "If our networks or systems are down, we miss out on opportunities to advertise in specific markets," Bethel said. "Not only can an outage have a reputational impact, but it can have a monetary impact for Nine as well in terms of revenue. And some of these things can happen on a global stage."

In addition, any downtime may also impact essential business operations. "If a server running critical business applications goes down, you've then got people in the company that can't work — losing hours of productivity," Bethel said.

The goal was clear: Nine Entertainment was growing rapidly, and couldn't afford to waste time navigating faulty systems and outages. If Nine was to maintain their status as the number one media choice for Australians both at home and while traveling, they needed a new and better approach to observability.

Why Nine Entertainment Chose LogicMonitor

Nine needed a solution that would:

- Consolidate all monitoring software and costs into one vendor agreement.
- Work in the cloud and stay operational whether a Nine broadcast team was reporting from Brisbane or the Paris Olympics.
- Provide clarity amid alert noise.
- Allow easy and rapid identification of failure points down to the hardware switch level.

Ultimately, LogicMonitor was the best fit for Nine's needs thanks to the platform's flexible, cloud-based, and AI-enabled capabilities. With the implementation of LogicMonitor's Edwin AI agent, a company like Nine can see rapid benefits including proactive incident detection, issue diagnosis, and automatic remediation. Coupled with LogicMonitor Envision platform, users get a complete unified observability platform that keeps them online — and their customers happy.

Nine was immediately impressed by LogicMonitor's:



Infinitely scalable, cloud-based deployment requiring no upkeep of on-premises hardware.



Plug-and-play usability with support for needed customizations to suit Nine's systems and workflows.



Agentic AI capabilities that find and correlate issues automatically and proactively — while reducing alert noise.

This means that whether the company's accounting team is preparing critical reports or a journalist is gearing up to report live from another country, Nine can ensure that:

- The network's viewers and readers have on-demand access to the content they want, when they want it: whether at home on the television or streaming on the go.

- Infrastructure team members have more time to devote to building new systems that keep Nine at the forefront of entertainment, not putting out small fires that eat up time.
- Monitoring and critical updates can happen any time, anywhere in the cloud — no matter where Nine teams are reporting from.

“We trialled Edwin AI during the Paris Olympics. We were keeping a very close eye on capacity, and LogicMonitor and Edwin AI were very useful in preventing any issues,” Bethel said. “We were looking very closely at our compute consumption, network capacity, and link utilization related to bandwidth — things that can impact transmission of streaming feeds and delivery of critical data within the business. And we were very happy with how LogicMonitor and Edwin AI performed.”

“LogicMonitor works really well right away; it’s fantastic in terms of immediately giving you observability in your environment.”

Peter Bethel, *Infrastructure Manager*
Nine Entertainment

The immediate impact of LogicMonitor on media operations

After deploying LM and Edwin AI, Bethel and his team saw dramatic improvements in the ease with which they could find, triage, and correct network problems. These improvements included:



Unified monitoring > All existing and acquired infrastructure obtained nearly real-time visibility in the cloud



Streamlined alerts > 80% reduction in alert noise through Edwin AI’s automated correlation, suppression of system alerts, and root-cause grouping



Faster issue identification > Introduction of switch-level monitoring for rapidly finding and fixing system failure points



Improved incident management > 30% reduction in ServiceNow incidents through Edwin AI correlation and prioritization

“This was the first major AI toolset that we rolled out, and it was a really exciting opportunity for us,” Bethel said. “It’s been relatively straightforward to implement Edwin AI — there haven’t been any issues or concerns; it’s seamless.”

GRANULAR SYSTEM MONITORING AND SWITCH-LEVEL DETECTION

A company like Nine Entertainment is dependent on both software and highly technical hardware and critical devices — from servers and cameras to cables and switches. Making all of these devices work in tandem requires countless small components and configurations, which adds complexity. If a network’s observability solution can’t identify exactly where a hardware or device failure is occurring, infrastructure teams run the risk of losing the company’s valuable time, money, and viewers.

“Previously, when a device dropped off of the network unexpectedly, depending on the reason, the cause of that issue was sometimes difficult to diagnose. Whilst in most cases, a fix to restore service would be simple, other more complex causes would take us a long time to go all the way down the chain from the server to cables to switches to find out where the problem was and how it occurred,” Bethel said.

Because these devices are critical to all of Nine’s operations — both internal and customer-facing — the ability to pinpoint exact failure points faster improves corporate productivity, on-location broadcast transmissions, and most importantly, customer satisfaction and revenue. “Edwin AI can quickly track these failure points right down to the switch level and potentially beyond, so we’re able to quickly fix issues and get back to revenue-raising work,” Bethel said. “It reduces network downtime, which has a big impact in the real world. Edwin AI has given us great value.”

With Edwin AI, Nine now has the confidence that they can find and fix potential issues proactively, well before experiencing broad outages that lead customers to call out the network on social media — or before advertisers get disappointed that their agreed-upon ads didn’t air as expected. “We’ve been able to tailor some of our Edwin AI configurations to suit streaming-related infrastructure,” Bethel said. “And our external customers can use Nine services when and where they want.”

IMPROVED ALERTING AND ISSUE PRIORITISATION

This increased observability is manageable, too, thanks to agentic AI. When LM Envision was first deployed across Nine's hybrid environment, the platform surfaced a higher volume of notifications — an expected outcome of finally gaining full visibility into legacy, on-premises, and cloud systems that had never been monitored as one.

Edwin AI then layered intelligence on top of that visibility.

Edwin AI:

- Correlated symptoms to their root cause
- Grouped related events into unified incident threads
- Suppressed low-value or duplicate alerts

This allowed Nine to shift from alert-by-alert triage to a consolidated, contextualized view of what was happening—and why.

Within one day of enabling Edwin AI, Bethel's team saw an 80% reduction in notifications requiring manual review, along with clearer prioritization of the issues that mattered most to broadcast continuity and internal system performance.

This improvement also translated downstream into ticketing operations, contributing to a 30% reduction in ServiceNow incidents by reducing duplicate issue creation and improving incident prioritization.

The reduction in operational overhead saved time — and perhaps more importantly, Edwin AI gave Nine's infrastructure team a more accurate picture of system health. With irrelevant noise removed, engineers could focus on the alerts that mattered, resolving issues more quickly and escalating far less during high-pressure broadcasts or after-hours periods.



What's next for Nine Entertainment?

This reduction in alert monitoring work is giving Bethel and his team the time to focus on building out new architecture for Nine's programming. He's also looking at new ways to leverage LogicMonitor further. "We have our integrations with ServiceNow and Slack, and we're looking at ways to add in Atlassian products to generate more intelligence around new tickets — like the documentation we already have available and recommended solutions," Bethel said.

The immediate impact of Edwin AI is also sparking further interest in how Nine can automate more of their monitoring and issue resolution. "Say we've detected a server that's slowly but surely running out of disk space overnight. If we can automatically give it more resources, without waking anyone up, that's great." Bethel said. "Then in the morning, we can have a look at what happened and see if we need to make any further adjustments or reboot the machine."

“By reducing alert noise, we're also reducing the amount of work we have to spend doing manual investigations and handling multiple tickets. It's now all consolidated into one. Edwin AI has given us hours back in the day so that we can focus on more meaningful work like future projects and improvements.”

Peter Bethel, *Infrastructure Manager at Nine Entertainment*

80% REDUCTION IN NOTIFICATIONS

30% REDUCTION IN SERVICENOW INCIDENTS

What other media organizations can learn from Nine

Other major media organizations around the world can look to Nine as an example of exactly how helpful a cloud-based, customizable monitoring system can be. By moving from legacy on-premises solutions to cloud capabilities with added agentic AI, media companies can:

- Maintain greater confidence in live transmissions from any location around the world
- Deliver promised on-demand entertainment and news to customers without any disappointments or compromises in quality
- More strategically and seamlessly grow their footprint through acquisition — without struggling to figure out how to knit different systems together
- Get reliable observability on entire systems or individual switches, so that the root cause of an issue is easy to pinpoint and resolve

Infrastructure managers like Bethel can also sleep easily at night knowing that LogicMonitor and Edwin AI are working in the background to triage and address issues without disrupting the team's mission-critical work — or rest.

"I have absolute confidence that LogicMonitor is working and doing what it needs to do," Bethel said. "And with that confidence comes the time for myself and the team to focus on more meaningful work and to be confident that when there is a major problem, the platform will provide the facts we need in a timely and accurate manner — which greatly benefits Nine's initiatives, and in turn provides a better experience overall for our customers"

“ I have absolute confidence that LogicMonitor is working and doing what it needs to do.”

Peter Bethel, *Infrastructure Manager at Nine Entertainment*

ABOUT NINE ENTERTAINMENT

For nearly 70 years, Nine Entertainment has delivered quality content to Australian customers across its free to air stations, tier one media publications, radio networks, and streaming media. With offices and production hubs across the country, Nine is committed to delivering content to customers when and how they want it.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first hybrid observability platform powering the next generation of digital infrastructure. LogicMonitor delivers complete visibility and actionable intelligence across on-premises, cloud, and edge environments. By anticipating issues before they strike, optimizing resources in real time, and enabling faster, smarter decisions, LogicMonitor helps IT and business leaders protect margins, accelerate innovation, and deliver exceptional digital experiences without compromise. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and Youtube.



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