



ST ENGINEERING IDIRECT POWERS OU FLEX SOLUTION ENABLING LIVE BROADCAST OF COPA AMERICA

Challenge

The media and entertainment market is set to grow in the coming months and years and at least part of this is going to be due to widespread consumer adoption of over-the-top services and the ability to stream live footage at the click of a button.

But with media entertainment evolution, comes a number of challenges, with viewers now expecting instant access to live events via multiple devices. This is particularly true for Outside Broadcasts (OBs), at live events such as the 2019 Copa America football event.

Broadcasters are often faced with unstable connectivity whilst covering live events. In order to ensure a stable service, Casablanca Online, a leading Brazilian SNG and service provider, sought a reliable and cost-effective solution.

Though Casablanca Online's OB trucks are equipped to carry out content transmissions, broadcasters also require IP connectivity which often involves installing a leased line. This is expensive and quite often of a low quality.

Solution

Powered by ST Engineering iDirect's multi-service platform, Newtec Dialog®, SES'OU Flex provided IP connectivity to broadcasters' outdoor production teams at the Morumbi Stadium, São Paulo, where a Copa America game was held between Chile and Peru.

Combining live video transmission and IP connectivity via satellite, the OU Flex solution enables both data and video applications for Occasional Use (OU) services.

The solution was integrated into Casablanca Online's existing Satellite News Gathering (SNG) Trucks via an MDM3310 broadband modem, which requires significantly less investment compared to other technologies.



Result

The combination of Dialog and OU Flex enabled a two-way connection between the stadium and the studio, providing greater flexibility to facilitate remote production and distribute video content to online platforms. As a result, Casablanca Online was able to provide guaranteed and glitch-free IP connectivity over a 40 Mbps link, allowing the field teams to operate optimally. Leveraging Dialog, the OU Flex solution completely transformed Casablanca Online's operations, bringing dynamic bandwidth allocation which enabled high-quality IP connectivity alongside efficient content delivery.

The capabilities of OU Flex are enabled by Dialog which provides a choice of three return technologies – TDMA, SCPC and Mx-DMA®, ST Engineering iDirect's unique technology which combines the best qualities of TDMA and SCPC.

This provides a very flexible solution that enables reliable broadcasts and reduces overall costs. Scalability in geography and volume is also enabled by the IP-based transmission, creating endless options for content distribution across the globe.