



CASE STUDY: SNG HITTING THE ROAD WITH “THE BOSS”

In the broadcasting environment of today, the ability to carry out live broadcasts from wherever news and events are breaking is essential. Networks are expected to bring the news no matter where or when it breaks and under any circumstances. A fast and convenient way of ensuring that a broadcaster reaches a story is the use of an Outside Broadcast (OB) truck to provide contribution links back to the network studio.

Houston-based ABC13 News network has kitted out “The Boss”, a Ford F250, with some exceptional features that enable the vehicle to become a studio on wheels with the ability to facilitate the delivery of video transmissions, as well as IP capability, from anywhere in the country.

As the network never knows where a story might break, it

was important to have a vehicle in its portfolio that can withstand the terrain that its usual SNG vehicles couldn't handle. “The Boss” is resilient enough to cope with tough terrain and adverse conditions.

The team has also converted another vehicle to become its dedicated ‘Storm Tracker’, enabling the team to effectively cover hurricane season in a region of the United States that is heavily affected each year.

“The Boss” features Ku-band IP satellite transmission which dramatically reduces costs, and bonded cellular technology with forward-facing dash cams and HEVC encoding, resulting in a highly flexible system. Newtec Certified Partner, Network Innovations’ MAVERICK service and the Newtec Dialog® platform are the power behind

the satellite capability. Their combined technologies enable this vehicle to transmit and receive from just about anywhere but also to deliver higher bandwidth at guaranteed throughputs – an important consideration because when the story breaks, broadcasters must be safe in the knowledge that their service can cope with their throughput requirements.

Network Innovations' MAVERICK VSAT service is optimized for video and audio streaming and offers a different way to deliver satellite communications, offering a scalable, flexible efficient and multi-service VSAT service – all critical considerations for any broadcast network.

The MAVERICK service is designed to integrate with any type of customer network that requires multiple satellites, frequency bands (C, Ku, Ka-bands), spot beams, gateways (or antennas per gateway) and return link technologies such as HRC, Mx-DMA®, MF-TDMA, SCPC). The service is also able to utilize different types of modems on the same forward carrier to provide best fit in terms of cost and performance, as well as different user profiles and roles.

Flexible

The real beauty of the MAVERICK system lies in its innate flexibility. It is highly adaptable and enables the user to dip into a common pool of bandwidth at any time and to add, move or deploy sites without altering or revising the bandwidth contract. Services are tailored for the relevant use case and users have complete control over their service plan which allows them to change plans as they go along.

Scalable

Importantly, MAVERICK grows with network requirements and will accommodate the smallest to the largest network, anything from five to 100,000 remotes. It will support single to multi-coverage and multi-spot HTS on one or multiple satellites. Automatic beam switching also enables effortless movement from one satellite to the next.

All-important training on MAVERICK is offered on a global scale, enabling users to get the very best out of the

platform. Peace of mind is delivered with 24/7 monitoring and Network Operation Center assistance.

Efficiency Delivered by Newtec Dialog

MAVERICK is based on the Newtec Dialog platform, which allows broadcasters to add IP into their satellite trucks, their flyaways or their bureaus - anywhere on the planet. This enables them to cover breaking news events, live concerts and sports or even a hurricane or other natural disaster. Newtec Dialog features Mx-DMA technology, which allows for seamless, dynamic bandwidth allocation with no packet or jitter loss. In fact, the Maverick service boasts the lowest latency and jitter in the industry. This feature, in particular, is ideal for SNG broadcast, which calls for true dynamic bandwidth allocation via satellite.

"The Boss" that can Handle Anything

With the combination of MAVERICK, powered by Newtec Dialog, ABC13 and other broadcasters can be safe in the knowledge that their OB trucks are kitted out with the best the industry can offer in terms of reliability, performance, cost and efficiency. When the story breaks, no matter where it happens, it's covered.

MAVERICK – The Take-Aways:

- The lowest latency and jitter in the industry
- Optimized for video and audio streaming
- Guaranteed bit rate through modulation and link monitoring
- Effortless bandwidth plan changes
- Application layer policy-based prioritization
- 24/7 Monitoring and Network Operation Center Assistance
- On-site installation and training globally
- Auto-Beam-Switching to alternative satellites
- Guaranteed bit rates, without bookings, on returns for live streaming video