

# OUTSIDE BROADCAST TRANSFORMED BY NEWTEC DIALOG®



## Challenge

Outside broadcast (OB) events play an important role in any broadcaster's remit. The ability to cover live events, whether it is breaking news, a concert or sports match, the live experience has become an essential ingredient for broadcast networks everywhere. Broadcasters today need create that feeling of immediacy, of being there. The OB truck has become increasingly sophisticated as time has moved on, enabling broadcasters to get to the scene rapidly, to set up and start broadcasting within minutes and to deliver their broadcast back to the studio via a contribution link. Today, a mix of technologies are employed to cover live events over a multiservice communications link. The power of IP makes this possible. For broadcasters, the ability to use multiple networks, such as 3G and 4G or Ka- and Ku-band satellite, is essential. When terrestrial transmission becomes contended, the satellite link must also be able to adapt and scale dynamically to higher bandwidths. However, a simple contribution link to relay the OB pictures back to headquarters is not enough. They also require access to phone lines, the Internet, email and file transfer services. Installation of these essential services is normally provided by fixed line operators and is very

costly. Once the installation is completed, the services are often used on a one-time basis and very rarely used again. Installation of these critical services on board OB trucks eliminates the need for one-off installations and means that the services travel with the trucks wherever they are required. Founded in 1981, South African media broadcast company, Telemedia has evolved into a broad-based media facility providing a sophisticated and versatile product range with an emphasis on cutting-edge equipment and solutions. Telemedia had the requirement to offer a data service in addition to video broadcasting services from its fleet of Outside Broadcast (OB) trucks.

## Solution

Telemedia selected Newtec Dialog® to enable it to develop a comprehensive and flexible IP solution that complemented its broadcast services. Newtec Dialog is a single-service and multi-service VSAT platform that allows broadcasters to build and adapt their infrastructure and satellite networking according to the situation. Based on the cornerstones of flexibility, scalability and efficiency, the Newtec Dialog platform gives the operator the power to offer a variety of services on a single platform.

## Result

Newtec Dialog has allowed Telemedia to create a flexible solution that reduces overall cost and at the same time increases its service offering portfolio. Telemedia can provide the same service over and over again at every location, without installation costs. The platform has also enabled Telemedia to provide a backup restoration system for the Satellite News Gathering (SNG) part of the business. At a time when broadcasting is becoming ever more sophisticated, Newtec Dialog provides a flexible solution that is reliable – and this is what every broadcaster is looking for today.

