

Women In Broadcast

Hosted By Samina Husain, BTS AdCom Member



The current times remain challenging and uncertain for many of us, and I hope you and your families are keeping healthy and safe. March was the one-year mark of the pandemic, and now we are entering the next phase with global vaccine rollouts and gradually we are starting to see a glimpse of the end of this pandemic.

In these tremendously challenging times, there have been significant activities and contributions from the broadcast industry, not only for entertainment but also humanitarian and educational services. Broadcast technology is a key mechanism to deliver critical information, especially during crisis and emergencies, and through the pandemic broadcast has once more demonstrated its capabilities.

The two articles in this edition reflect on educational and humanitarian services, and that collaboration can lead to successful outcomes. Kerstin Roost, Global Strategic Partnerships, at ST Engineering iDirect presents a compelling case study on the relevance of satellite-enabled video. Diana Cantú, Vice President of Marketing and Sales International Datacasting, reflects on the evolution, adaptations and collaborations in our industry, reinforcing the continued reliability of broadcast.

The Case For Satellite-Enabled Video Has Never Been Clearer

By Kerstin Roost
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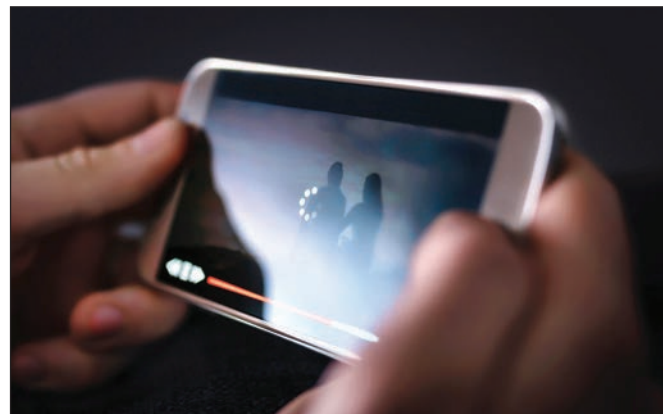


For many of us, when we think of the importance of video services on our lives over the past year, we will remember the endless Zoom or video calls in Microsoft Teams and binge-watching of shows on OTT (over-the-top) streaming services such as Netflix, Hulu and Amazon Prime. Yet video has also had a critical effect on educational services,

humanitarian efforts, and governmental and defense operations during the pandemic and there's no denying we will continue to be reliant on it well beyond the Covid era. To ensure that video services continue to be delivered reliably, seamlessly, and to every corner of the world, satellite's capabilities are uniquely matched to meet the demands of video.

On The Rise

OTT streaming service subscriptions have been rising exponentially, for example in



the UK streaming services have taken over traditional pay TV services already. With countries across the globe also following suit, it is widely expected that OTT viewership will rise. However, it will not replace traditional TV globally, but rather complement it, as SES' Market research has found. Subscribers to video-on-demand (SVOD) services are forecast to grow to 1.43 billion by 2019 from 809 million in 2025.

This will, and already is, putting huge pressure on broadband networks. OTT is a unicast service, meaning each device used in a household for streaming is considered a separate stream—meaning they all need to be delivered with unique requirements.

Unprecedented Uptake

The pandemic pushed that pressure to the extreme. The unprecedented demand put strain on many networks and caused some providers to look for ways to reduce data consumption, like Netflix, which cut its streaming quality in Europe for 30 days at the beginning of last year.

Delivering such amounts of individual streams presents a challenge, not just to the last mile, but also to the backbone.

Network overload can cause huge issues like service blackouts, and bandwidth strains are likely to rise with bandwidth hungry applications like 4K resolution.

That's (Not Just) Entertainment

In the context of Covid-19, there has been exponential growth in the use of OTT services for video streaming beyond entertainment,

especially for education as almost all schools shut and classes moved online (or at least tried). For rural residents—often already suffering from poorer Internet and access to services—their issues were exacerbated.

An example of the difference video for education can make is apparent in Brazil. To support Brazil's largest distance-learning program, ST Engineering iDirect used its Evolution platform as it joined forces with Via Direta to use satellite to connect roughly 45,000 students situated across hundreds of municipalities along the rivers of the Amazon basin with teachers located in Manaus, Amazonas state's capital.

Video is also crucial across many different verticals such as enterprise, mobility, government and defense. For the latter, men and women in our armed forces, spend time away from home for months on end and often operate in very stressful environments. Precious downtime is critical for their mental and emotional wellbeing. Staying in touch with family and friends is essential, as are video calls, entertainment and personal training through MWR (Morale, Welfare and Recreation) networks. For humanitarian agencies, responding to emergency situations or planning effective mission strategies requires many players for whom video conferencing and virtually connections are vital.

Where Does Satellite Fit In?

To overcome network strain and issues like buffering, satellite can overcome many challenges with video and OTT services. Satellite utilizes the CDN (content distribution network), which stress multiple copies of the same content as close as necessary to the consumer. This significantly reduces distribution backbone traffic and ensures efficient use of band-



width—achieving minimized start latency and buffering.

The wide footprint of satellite means that it can scale quickly and economically and reach users in remote locations or on ships and airplanes with no terrestrial access. And as well as providing entertainment, satellite can provide a link to crucial services like governmental broadcasts and educational programming. Using a specially adapted set top box, even homes without Internet access can receive educational content through their TVs from a satellite connection.

And although not traditionally thought of as the answer to OTT, there are many reasons why satellite will continue to be essential partner for this market. Satellite's multicast capabilities can distribute the vast amount of content that OTT generates whilst offering a very high user experience.

Direct-To-Home Still Critical

Though the increase in popularity of streaming video has been significant in recent times, it's also important to note that there is still growth in satellite DTH (direct to home) TV services. According to Global Industry Analysts, the global DTH satellite television services market will reach 350.1 million subscribers by the year 2027 with significant growth in China and Asia Pacific.

A Fit For The Future

Video will continue playing a huge role across the entertainment and educational industries, as well as verticals such as humanitarian, aero and mobility markets. Given the advancement in technologies and user requirements, a facilitator of video services that can meet the unique requirements of video services—low buffering, remote access, multicasting—makes satellite the right partner.