ST Engineering iDirect Innovation on Show at this year's IBC

ST Engineering

The media and broadcast sector is going through a hugely exciting time at the moment as it transitions into a new era of innovation. Our insatiable hunger for direct to device streaming is pushing broadcasters to re-think how their content is delivered. We know what we want, and when and where we want to watch it. With a host of choice, new types of content and increased personalization, service providers and distributors need to find new ways of increasing their subscriber base, reaching new regions of the globe to enable them to continue to capitalize on the streaming boom.

Innovation will be at the forefront of ST Engineering iDirect's showcase at this year's IBC2022 in Amsterdam from 9-12 September. At stand 1.A49, the ST Engineering iDirect team will give delegates the opportunity to experience live demonstrations and ask our experts the questions that matter to discover how ST Engineering iDirect can support their broadcast requirements into the future.

SKYflow: A gamechanger for content delivery

During IBC, three collaborative partners will be introducing SKYflow: The revolutionary multicast ABR ecosystem that features technology from EKT, EasyBroadcast and ST Engineering iDirect.

The coming together of the companies to create this innovative ecosystem has defined satellite's role in OTT delivery and will enable service providers and telcos to deliver content to any device in any location and will satisfy the many use cases that require satellite delivery of OTT services.

Congested networks and geographical reach of terrestrial systems have often been a stumbling block for OTT providers and telcos. As they try to attract new subscribers in more remote regions of the world, they must be able to extend their reach beyond the realms of terrestrial networks.

The satellite-based SKYflow ecosystem enables them to solve both challenges due to its capability to reach anywhere in the world, to transport high bitrates to the edge, its multicasting performance and smart pre-positioning of content at the edge.

The introduction of the ecosystem extends far beyond media and entertainment, but also enables a plethora of other use cases. These include helping educational institutions to reach their students; healthcare providers to offer telemedicine services; mobility markets to deliver video on the move and distribution of video to the consumer and households that may not have a computer but do have a television.

SKYflow was previously demonstrated during a DVB Project event where the collaborating companies successfully showcased the origination, transport, reception and consumption of live OTT video over satellite in a completely seamless way, enhancing the overall viewing experience. The delivery of Native IP over satellite creates a range of possibilities for mobile and multi-room viewing, education video distribution and network cost savings.

SKYflow can be utilized from transmit-only (*via* a Set Top Box) all the way to very performant high

bandwidth and bi-directionally connected remote Points of Presence using a VSAT platform, assuring efficient satellite distribution to a range of terminals and a game changer for OTT delivery.

The Next-Gen Broadcast Multi-Carrier Satellite Gateway makes its Debut

ST Engineering iDirect will also be launching its Next-Gen Broadcast Multi-Carrier Satellite Gateway. The Gateway is uniquely positioned to provide a path to support the transport of today's traditional broadcasts and tomorrow's OTT services.

The Gateway is a high density, high availability, fully redundant modular system that is suitable for a variety of broadcast use cases. These include direct-to-home broadcasting where bringing quality content to the largest possible subscriber base is key. The Gateway Multi-Carrier Satellite Gateway is highly bandwidth efficient thus maximizing the throughput, using the DVB-S, DVB-S2, or DVB-S2X standard and providing reliable transport stream delivery.

In Distribution to Towers (DTT), the Gateway ideally fits as a satellite front-end, feeding multiple IRDs (Integrated Receiver Decoders) and one Gateway can be used for tens of TV channels.

For OTT delivery, the Gateway's high IP encapsulation rates and efficient multicast capabilities, means that it is uniquely positioned to provide a path to support the transport of today's traditional broadcasts and tomorrow's OTT services.

Its unique features include a hot-swappable design that reduces OPEX, high availability and full redundancy and easy configuration. The result is a future proof system that combines video and IP multiservice capabilities to support the transport of today's and tomorrow's services.

And There's More

In addition to our broadcast portfolio, we will also be showcasing our range of vertical product lines and services including enterprise and broadband, cellular backhaul, IoT and mobility.

Experience it for yourself at stand 1.A49 and discover more about how we're shaping the future. ■

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