



Challenges

During the global COVID-19 pandemic, the National Institute of Radio and Television of Peru (IRTP) quickly realized they were incapable of:

1. effectively communicating critical public health news and information via public broadcasting,
2. providing a viable Distance Learning platform to the nearly 30% of the Peruvian population without connectivity.

A solution was needed to address these gaps in connectivity infrastructure that included both video and non-video data.

Solution

The National Institute of Radio and Television of Peru (IRTP) selected ST Engineering iDirect and its partners, whose technology leverages the DVB-NIP (Native IP) standard and does not require internet connectivity. The cutting-edge multicast ABR (Adaptive Bit Rate) ecosystem offers cost-effective, ultra-fast, low-latency delivery of live video, files and documents to mobile devices and large screens for global audiences. Because of this ecosystem, the final 30% of the Peruvian population will receive DTH content and have access to live TV that can be recorded, enabling the

Peruvian government to attain its goal of reaching every household in Peru with invaluable educational video and media content. This is especially significant for the distribution of content in a multiscreen environment to households that may not have internet access but have a television, tablets, or even smart devices. the ecosystem is also capable of providing two-way broadcasting which would expand the use cases available to the Peruvian government in the future, allowing it to benefit from the unique attributes that satellite brings to the delivery of OTT services.

A multi-phased implementation, live video, including public broadcasting, was provided at launch early 2024.

File-based delivery, including content from the Peruvian Ministry of Education to support distance learning, will follow. The project is being co-managed as a system integration by DIVICAM and ST Engineering iDirect.

"Following a year of development, we're pleased to confirm the activation of live free-to-air channels in Peru using a DVB Native IP over satellite ecosystem. With this ecosystem, we are able to assist the Government in their pursuit to reach 100% of the population with cost-effective, ultra-fast, low-latency delivery of DTH (direct-to-home) live and file-based video content to homes and mobile devices. Soon we will be able to supplement this offering with multiple government and educational channels, emergency/disaster notifications, the option of 2-way network communications, all-IP contribution capabilities, and more."

Brian Jakins, Senior Vice-President Sales, Market Development and Strategy

Learn more on DVB-Native IP over Satellite in this white paper

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IP Based Media/OTT Ecosystem

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