

BEYOND DELIVERY

SES and INSIGHT TV

Case Study

Industry

Video — Ultra HD

Location

The Netherlands — Global

SES[▲]

Together with INSIGHT TV, we're bringing new and dynamic Ultra HD television formats to audiences around the globe.

INSIGHT TV wanted to understand the entire workflow from camera to playout to delivery to the consumer, and it wanted to get the whole system running within a tight three-month window.

Launching one of the world's first 24/7 Ultra HD channels was an exciting idea that posed a number of new issues. Many broadcast components that we take for granted as standard elements – such as ad insertion and subtitling – had never before been tackled in Ultra HD. Add to that, the need to coordinate playout across continents, and ensure audiences could watch content anytime and anywhere, and you have a recipe for one of our greatest and most successful challenges to date.

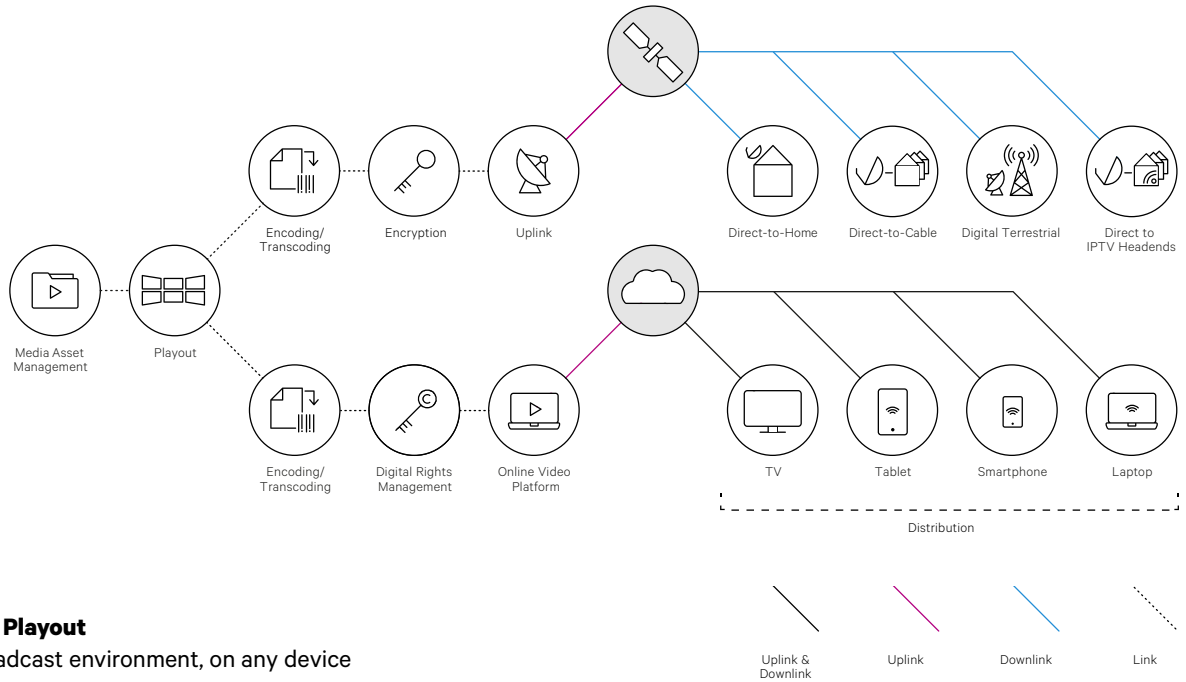
INSIGHT TV is leading the Ultra HD revolution. Owned by Netherlands-based TV Entertainment Reality Network (TERN), it broadcasts to Europe, the US and Asia. The channel carries a variety of content from vivid cinematography to high-speed action, including extreme sports, science and technology documentaries and reality shows. It aims to provide first-class programming to viewers across the globe, and ensures the quality of its content by controlling every step of the process, including content creation, production, and music publishing. INSIGHT TV wanted to understand the entire workflow from camera to playout to delivery to the consumer, and it wanted to get the whole system running within a tight three-month window. It will also be one of the first channels in the world to offer a High Dynamic Rate broadcast via satellite.

INSIGHT TV initially approached us for satellite capacity over Europe. Once we took the time to understand their goals and objectives, we realised we could offer a complete end-to-end solution, and we are committed to helping them bring their content to audiences in Europe, North America and Asia – on any device.



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Our partnership with INSIGHT TV is successful because, together with MX1, we are one of the only providers that can offer complete payout, while our global network and secure ground infrastructure ensure we can get the content to where and when it's needed. In addition to satellite capacity, our solution includes content management, playout, encoding and transmission. Playout takes place at our facilities in Munich, and we then transport the stream via our secure fibre network to Kuala Lumpur for uplink over Asia. INSIGHT TV believes that the future will bring a merging of the online and traditional broadcast environments, and that, together with SES, they will be able to grow into a major global brand.



Complete Payout
In any broadcast environment, on any device

“SES is the most cooperative partner I’ve ever met. Since the beginning, they’ve been willing to look at every issue that arises, and we work together to solve the challenges we face during our operations. SES is an innovative partner, and was an obvious choice for us, as they are one of the few providers that could actually handle a complete live playout for us.”



NATALIE BOOT
Digital Director, INSIGHT TV



For additional information on this project,
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