

BEYOND DELIVERY

SES and INSIGHT TV

Case Study

Industry

Broadcaster | TV Channels

Location

US | Asia | Europe

SES[▲]

How can broadcasters deliver the most high-quality & exciting viewing experience to viewers worldwide?

Insight TV sought a digital media services company with proven expertise in Ultra HD formats to handle the linear and non-linear distribution of its programmes.

Taking viewers on an adventure. That's what Insight TV is all about, telling vivid stories about trending communities through global influencers.

Launched in 2015, the world's leading Ultra HD channel features a cross-section of action sports, lifestyle and entertainment with around 200 hours of programming each year. Producing all its own content, the global content creator films in some of the most amazing locations, dedicated to bringing "the most exciting and authentic content to viewers around the world in the highest quality".

With ultra-sharp TV images gathering momentum, Insight TV wanted to offer viewers the best premium content in Ultra HD packaged with excellent transmission quality. As the first interactive broadcaster in Ultra HD, Insight TV wanted to put viewers in the driver's seat, enabling them to influence the result in some formats, comment on programmes and share their favourite clips via various social media channels using "Grab & Share".

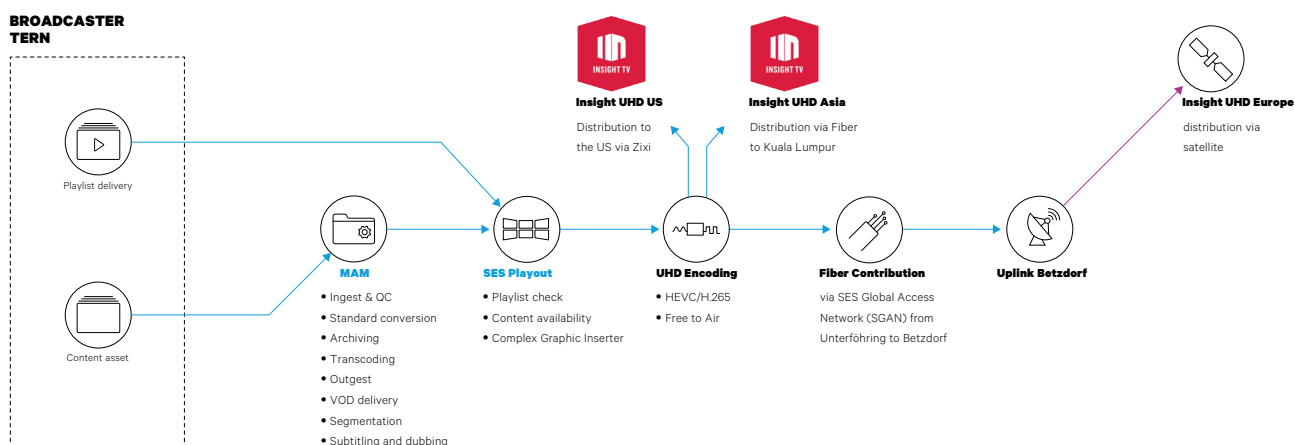
SES showed the proven expertise in Ultra HD formats and was chosen to handle the linear and non-linear distribution of its programmes. Combining the latest technologies and existing systems, SES provided a cost-efficient and reliable solution in all the desired quality levels – from SD to Ultra HD.

Working alongside SES, Insight TV could prepare, archive and manage its content in various video formats with all the relevant metadata. The channel is played out in HD and Ultra HD with multi-stage quality checks, and advertising and graphics dynamically inserted to its programmes. The combined solution also simplifies post-production efforts with H.264 and HEVC encoding for respective HD and Ultra HD signals.



Leveraging SES's content distribution capability, Insight TV can reach a huge global audience, representing around 98 million homes. SES's teleports handle the uplink, processing and delivery of content in HD-quality for satellite broadcasting and non-linear distribution, as well as the delivery of linear TV and VOD content in HD-quality to Insight's OTT platforms. Transmission with foreign language voiceover is also provided as a separate channel (Russian). Today Insight TV is available on linear TV-channels in 26 different countries and globally through its web site, www.Insight.TV.

With SES providing smooth transmission workflows in the highest Ultra HD image quality, from the delivery of content through to broadcasting, Insight TV can focus on delivering the very best viewer experience to its growing audience. Following the successful launch of Insight TV's Ultra HD channels in Europe, US and Asia, Insight TV has been able to develop the channel as a global media brand.



Sample use case

Insight UHD (Europe, Asia and US)

“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 payout for us.”

NATALIE BOOT

Director Media Sales, INSIGHT TV



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