

case study



NBC News

"The latest step in news distribution is the new SNG solution from TANDBERG Television, which enables high-quality pictures to be transmitted from wherever the news is breaking, however isolated and arduous the conditions. No one else will have a system as powerful and unique as this."

Stacy Brady, Vice President-NBC News, Field Operations

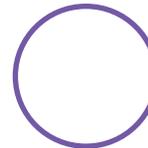
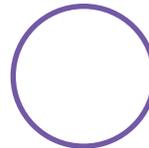


the introduction

For more than 70 years, NBC News has been a primary source of global news and information for generations of radio listeners, television viewers and internet users, providing immediate coverage and in-depth reporting of major events. Operating around the clock, NBC News has bureaus in key cities in the United States and overseas. Imbued with a rich history, NBC News continues its pioneering role in telecommunications and is poised to meet the challenges of this century.

the situation

NBC News has been a leader in international news coverage for more than 70 years. A longtime user of TANDBERG Television SNG equipment, the news department was seeking an integrated digital flyaway system for mobile transmission to expand NBC News' coverage and coverage between its several cable news networks. In particular, the network was seeking a solution that would meet the requirements for high-quality, mobile transmission of international news events. For similar events in the past, NBC News had used a 2RU SNG encoder with a separate monitor, telephone connection and uplink – not the most streamlined solution for fast-breaking news coverage. NBC News was also seeking this integrated solution to address new, more constricted space requirements, while remaining operationally cost-effective.



the challenge

To meet its goals, NBC News decided to go through several vendors for an integrated solution. One vital piece of the solution was a compact DSNG encoding unit that would allow NBC News to transmit images at higher quality using low symbol rate modulation. Miniaturised antenna technology and versatile multiplexing technology needed to allow NBC News to integrate all of the major field news gathering requirements into a single unit. Along with compactness, NBC News was looking for an operationally cost-effective solution, similar to that of a satellite phone-based system. Many similar DSNG applications have utilised satellite phones in the past, but when used with low symbol rate modulation, they eliminated real-time transfer of data at low bit-rates. As a result, image quality was significantly compromised.



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the solution

Employing a TANDBERG E5740 DSNG encoder, Raytheon MVSAT (Mobile Very Small Aperture Terminal) antenna technology and Vocality International V100 multiplexing, NBC News assisted in the development of a fully integrated 2RU digital flyaway unit for deployment throughout the world. The new system is designed for two-way audio, video, data and communications from a remote transmission site to NBC Studios via its MSNBC Secaucus teleport.

The extremely compact mobile transmission system provides real-time broadcast of remote news coverage with easy integration to uplink terminals for a simplified dish alignment. Because of the unit's size and ease of operation, set-up is quick and simple, allowing NBC News to get on the air faster than was previously possible.



"The new TANDBERG Television DSNG system offers significant improvement for our NBC News field operations. The new system is a major technological step forward and integrates all of the major field news requirements into a single unit. It increases our speed and ease of coverage and vastly improves the picture quality we can transmit thanks to its low symbol rate modulation. I'm confident that NBC News will be able to provide viewers with quality pictures of breaking news coverage from around the globe."

Stacy Brady, Vice President-NBC News,
Field Operations

why TANDBERG Television?

With current improvements in MPEG-2 compression, satellite operators offering narrow band scheduling and the increased desire for low power/small dish size uplinks, the demand has grown for satellite modulation and demodulation at lower symbol rates than those supported by DVB-S. As part of its statistical multiplexing technology, TANDBERG Television has been offering low data rate encoding that compresses multiple program streams within a limited satellite transponder segment. With recent improvements to both the modulator and demodulator, TANDBERG Television now offers low data rate compression for single program streams in narrow bandwidth satellite slots. This, along with the high-quality encoding performance of the TANDBERG E5740 at low bit-rates, met the demands sought by NBC News to improve and expand its global news coverage.

