

Satellite Broadcast Distribution

EBU Uses NovelSat NS3 to Deliver 50% More TV Channels Per Transponder

“Our members are demanding more and more HD video content. At our major sporting events, NovelSat showed that NovelSat NS3 is the right choice for our network.”

Paolo Pusteria
Head of Procurement & Network Partnerships, EBU



EBU

Challenge

The European Broadcasting Union (EBU) needed to upgrade their global satellite TV distribution network to ensure that it would be able to continue to grow profitably and meet increasing demand for more content channels. The EBU wanted a solution that met these needs while taking into consideration continued future growth without incremental cost increases as they roll out new channels, including more HD and 4K UHDTV (Ultra High Definition TV) programming.

Goal

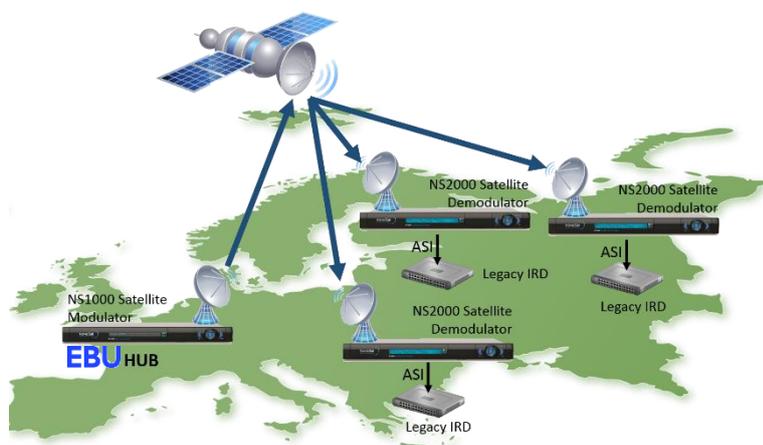
Implement a satellite transmission solution in the global EBU satellite TV distribution network to maximize the number of broadcast TV channels using a 72MHz satellite transponder.

Background

The EBU operates the world's largest satellite and fiber live video network. It is the world's foremost alliance of public service media organizations and premier distributor and producer of high-end live sport and news, as well as entertainment, culture and music content.

NovelSat technologies have successfully supported live EBU satellite transmissions of the London 2012 Olympic Games, Euro-Cup 2012, NBA, Formula One and other major events. In 2014 the EBU upgraded its European satellite network with modulating equipment using NovelSat NS3™ third generation satellite technology. This upgrade effectively made the EBU satellite network the most spectrally efficient and resilient in the world.

The EBU global distribution network is increasingly required to support demand for more content channels of both recorded and live TV, including HD and 4K UHDTV streams. This growing demand stretches the network's satellite bandwidth resources. That is one of the key reasons that the EBU chose the spectral efficiency of NovelSat.



For more information, please contact NovelSat at info@novelsat.com

