



# The biggest yet



IBC 2007 welcomed more visitors than ever before, reinforcing its stature as a hugely important international show. A well-represented satellite sector was at the forefront of the broadcast show that brings the new trends and developments to the fore.

**A total of over 46,964 visitors passed** through the doors of Amsterdam's RAI to walk the show floor at IBC 2007. This number broke last year's record attendance and kept the 1,300 exhibitors from over 120 countries very busy indeed. Acting CEO, Michael Crimp commented: "IBC continues to grow in stature as a must-visit event for professionals from all over the globe who are interested in the whole breadth of electronics communication." This year, the organisers catered for more demand for exhibition space and were behind a hugely successful exhibition and conference.

The buzzwords at this year's event were IPTV, Mobile TV and digital signage. The satellite sector played a leading role and was very well represented with players from all over the world. Exhibitors from Western Europe, Scandinavia, Central and Eastern Europe, North America, Asia, Middle East and South America reiterated the international feel of the show.

There were many announcements made at IBC 2007, many of which were made by the satellite industry. Here are some of the highlights.

## Award Winner

Tandberg Television collected trophies at the Cable and Satellite International Product of the Year Awards for the best satellite contribution/distribution/transmission solution. They also won awards for the best digital video processing technology and best outside broadcast technology or service. All this followed a total of six nominations at the event.

The Tandberg SM6620 Prekor satellite modulator was the winning product. It is a bandwidth efficient, open standards, transmission system for High Definition video carriage over satellite. It provides significant gains in bandwidth efficiency by maximising transponder bandwidth usage, improving received signal quality via a process of Dynamic Pre-Correction. This process uniquely equalises for all the degrading effects introduced by the satellite - TWT amplifier, IMUX filter and OMUX filter. Limitations in traditional modulator design quality of the received RF signal prevent this available bit rate gain being realised without degrading the on the satellite link and without changes to the implementation of DTH or professional receivers. Eric Cooney, President and CEO of Tandberg Television said of the achievement: "We are excited that CSI's prestigious judging panel has chosen to recognise our engineering excellence and best-in-class technology. These awards reinforce TANDBERG Television's reputation as the world's leading provider of video compression solutions throughout the content delivery chain. Whether it is advanc-

ing HD, newsgathering, satellite contribution and distribution efficiency or leading bandwidth performance and density for IPTV, we are enabling the world's leading service providers to deliver next-generation digital TV business models across any platform to any device."

## Flyaway systems – in demand

Elsewhere, the demand for flyaway satellite earth stations from broadcasters for satellite feeds and SNG purposes is looking very healthy. GigaSat, a leading supplier of specialist satellite systems to the media and broadcast industries, announced at IBC that it has been awarded a tender for the manufacture, integration and supply of four FA-180 flyaway satellite earth stations by the BBC World Service.

The systems will be operated from four separate key locations in the Middle East and are designed specifically to withstand the harsh climatic conditions of the region and to be quickly deployed for transmission on any choice of satellite.

The FA-180 systems will be used for daily/hourly contribution feeds for the BBC's new Islamic channel, (which is due to be launched in October 2007), from four key locations throughout the Middle East.

Mr. Chris Lay, Managing Director of Gigasat said: "We are delighted to be selected by the BBC World Service as a supplier for this exciting new addition to their international programmes. We have probably produced more flyaway earth stations for the Middle East than any other manufacturer so the BBC are benefiting from a wealth of experience gained over a number of years. I am confident they will be highly successful with these new systems."

## SNG deal

ND SatCom was able to conclude an SNG deal at the IBC trade show in Amsterdam. VTS, a German system integrator for audio and video technology, ordered two satellite uplinks for Satellite News Gathering (SNG) vehicles, which are going to be delivered to WDR (Westdeutscher Rundfunk), a major European broadcaster. Both uplink systems are integrated by ND SatCom in Friedrichshafen.

The WDR production vehicles will be equipped with SkyRAY antenna subsystems and 400 Watt High Power Amplifiers. The uplink packages also include ND SatCom's Monitoring & Control System and the Automatic Pointing System (APS). The company's SkyWAN® technology platform allows vehicle operation by remote control via database. The technology equips the SNG teams with full office communication capabilities when on site.

Continuing on the theme of flyaway satellite systems, Advent Communication's ultra-lightweight Mantis Flyaway kit was selected



Media Router 6000. Photo courtesy of Comtech EF Data.



by TV3 New Zealand for transmission of the Rugby World Cup.

TV3 collected the new Mantis dish from the Advent factory in Chesham and flew with it directly to France where the majority of the World Cup matches have taken place. TV3 bought a complete flyaway package with a high-powered amplifier and Advent's video exciter, upconverter and automatic satfinder.

The 1.0m Mantis is one of the smallest and most portable flyaways on the market, it stows in a single suitcase-style container weighing only 20kg, and meets stringent airline weight restrictions.

TV3 is renowned for its news and current affairs programming in New Zealand and has the free-to-air rights for the 2007 Rugby World Cup.

#### Operators continue to expand

AMOS announced at IBC that it has enhanced its position with MTV Network's Central and Eastern European subsidiaries with the signing of MTV Ukraine, one of the network's fastest growing channels. The Ukrainian and Russian language channel is being broadcast to the Ukraine and surrounding region over the AMOS-2 satellite located at 4°W.

MTV Ukraine has signed a three year contract for the distribution of content to cable head-ends throughout its country and the CIS surrounding region and has the option to use the value added ViaAccess encryption system utilised by Spacecom in uplink sta-



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#### Globecomm introduces SkyBorne Broadcast

At IBC 2007, Globecomm announced the introduction of SkyBorne Broadcast, a suite of video services meeting the needs of customers from traditional DTH and cable channels to new IPTV service providers. Using program origination facilities at Globecomm's Network Operations Center in New York and a global network of teleports, SkyBorne Broadcast provides content owners with a turnkey solution for getting their programming to cable systems, homes and telco headends around the world.

"In the past year, Globecomm has significantly expanded the services and systems it offers to media and entertainment clients," said Keith Hall, Globecomm's Vice President for Network Services. "From the introduction of SkyBorne Mobile to the completion of a major diversity site for ASTRO satellite TV to our recent contract with Showtime Networks Inc., we have moved into the top tier of content distribution companies serving this exciting industry."

SkyBorne Broadcast provides complete distribution services for direct-to-home and cable TV channels, including compression and standards conversion, encryption for subscriber or system access control, provisioning of remote equipment, subscriber billing, program origination and turnaround transmission services, and satellite capacity. The service also supports IPTV and video-on-demand applications for telcos, broadband ISPs and other service providers entering the video market.

SkyBorne Broadcast is the latest service in Globecomm's SkyBorne suite. Globecomm also provides telcos and other service providers with the SkyBorne IPTV Regional Headend, a cost-effective local gateway for video content. Globecomm meets the new demands for mobile video with design and integration of SkyBorne Mobile media processing centres. SkyBorne Enterprise applies IPTV technology to improve the flexibility, security and cost of business TV, while SkyBorne Lifecycle Support offers field and office support services that deploy network nodes, maximize uptime and protect quality of service.

tions located throughout the Ukraine. This new contract further strengthens AMOS' strategic position throughout the region. In 2006 alone, the company added eleven contracts with channels broadcasting over the Ukraine.

The AMOS-1 and AMOS-2 satellite, co-located at 4°W 'hot-spot', create the AMOS platform. They enable Spacecom to provide fully backed-up services making Spacecom an attractive business partner to DTH platforms, VSAT networks and digital TV broadcasters in Central and Eastern Europe. AMOS-3 is scheduled to be launched in the beginning of 2008 to the 4°W orbital position, where it will offer extended coverage areas and enhanced features including Ka-band capabilities and steerable beams.

Staying with the operators, Intelsat announced that RRSat Global Communications Network, a global provider of end-to-end transmission and production services for broadcasters, will use the Intelsat global network to expand RRSat's programming transmissions services seamlessly across three continents.

RRSat contracted for capacity on Intelsat's Galaxy 23 and Intelsat 10 satellites for content broadcasting throughout Africa, Asia and North America. The Intelsat 10 satellite, located at 68.5°E offers communications services to customers wanting access to the emerging markets of the Indian subcontinent as well as Central and Western Asia. RRSat will use its Intelsat 10 capacity to distribute television programming from Europe and the United States into Asia and Africa.

The Galaxy 23 satellite, located at 121°W within Intelsat's valuable Galaxy neighbourhood, offers programmers distribution to the US cable community, reaching millions of homes. RRSat will use Galaxy 23 capacity to distribute television programming from Europe and Asia into the US cable market.

"Intelsat's two satellites, Galaxy 23 and Intelsat 10, will provide RRSat with the extensive coverage required to meet our customers' growing demands for our comprehensive content management and global distribution services," said Lior Rival, RRSat's Vice President Sales & Marketing. "Likewise, service on Intelsat 10 allows us the opportunity to expand our offering with new services to current and new customers."

"Programmers turn to Intelsat when seeking global market access," said Jean Philippe Gillet, Intelsat's Regional Vice President,



### Radyne Corporation Announces SkyWire

Radyne Corporation unveiled its new MDX420 Satellite Network Gateway at the International Broadcasting Convention in Amsterdam. The revolutionary MDX420 applies Time Division Multiple Access (TDMA) technology to provide full mesh, hub and spoke and hybrid network architectures. The MDX420 can also operate in single channel per carrier mode — all on the same platform. This functionality makes the MDX420 the world's first "cross over" modem.

Designed specifically for small to mid sized networks, SkyWire™ is a scaleable, extremely efficient, easy to use, low cost TDMA network platform designed for IP network LAN-LAN connectivity. The SkyWire™ platform can be used in a "True" full mesh configuration allowing for hubless operation without the need for high stability clocking, complex Management and Control (M&C) or expensive central bandwidth allocation servers. SkyWire™ also fills the much needed sub-300 node hub and spoke network architecture by offering its users a low cost hub solution that allows smaller networks the ability to begin a hub and spoke network at a fraction of the cost of a conventional hub and spoke network. Hub prices begin at under \$10,000.

"We are extremely excited about the MDX420, and the capabilities it will provide to our customers," said Myron Wagner, Radyne's CEO. "We are gratified with the high level of interest in the new product and began booking orders in August."

Europe & Middle East Sales. "Our growing relationship with RRSat is a prime example of how our customers rely on Intelsat to efficiently implement global business objectives."

### Innovation

Comtech EF Data announced the introduction of a new Media Router platform, the Media Router 6000. In a single platform, the Media Router 6000 functions as a satellite receiver, combiner, filter and video to IP transcoder.

As a receiver, the Media Router 6000 enables the reception of Digital Video Broadcast – Satellite (DVB-S) and DVB-S2 transport streams and IP-based multimedia (video, audio and data) content to be delivered over satellite or high-speed ASI links and distributed to remote devices.

Supporting multi-protocol encapsulation (MPE) and Moving Picture Expert Group-2 (MPEG-2) TS (Transport Stream), the Media Router 6000 facilitates standard data broadcasts, as well as the transport of MPEG-2 video service over IP.

The product also functions as a combiner/multiplexer, which allows content received from satellite and local ASI to be multiplexed in to a single MPEG-2 transport stream and output over the ASI or Ethernet interface. In addition, the Media Router can filter content by static program identifiers (PIDS) from one or both streams before multiplexing.

The Media Router can also transcode video to IP received on the satellite and/or ASI input and output an IP stream capable of being decoded by a standard IP set top box or IP decoder.

This new product offering is ideally suited for broadcast and enterprise applications. Based on a professional 1RU rack-mountable platform, the Media Router 6000 has ASI and DVB-S/S2 inputs, and ASI and Ethernet outputs.

It will support streaming of audio and video, multiplexing local content with incoming satellite content via an ASI interface, filtering PIDS on L-Band and/or an ASI interface, IP multicasting, business television, training, e-learning and live events.

### Mobile TV – big news

UDcast brought Mobile TV and Satellite IP Technologies to IBC. Demonstrations included mobile TV solutions featuring DVB-H and DVB-SH, local media insertion for DVB-T, as well as anti-virus protection and compression for IP communications via satellite. UDcast is a leading provider of Mobile TV infrastructure solutions, and satellite-aware enterprise networking equipment.

UDcast is the only provider that is in 70 percent of the world's DVB-H trials and the first commercial deployments including Finland, Philippines, Italy and Vietnam. UDcast's advanced solutions for the deployment of Mobile TV are part of the leading vendors Mobile TV systems including Motorola, Nokia, Alcatel-Lucent, Harris Broadcasting, Tandberg-Ericsson, Scientific-Atlanta and others

"We have created the first Mobile TV ecosystem to encourage mass adoption of Mobile TV globally," said Filip Gluszak, Chief Marketing Officer, UDcast. "The deployment of UDcast's DVB-H implementation stands out from the multitude of mobile TV technologies in the market today and will speed-up the rollout of mobile TV services worldwide. It contributes to shortening the time to when all mobile phone users will be able to access TV in their countries."

### Lively event

All in all, IBC 2007 was a very lively, innovative and busy event that underscores the thriving nature of the international broadcasting market and, more importantly, the role that the satellite industry plays in that sector. The trends, perhaps as expected, were leaning towards IPTV and Mobile TV and highlighted the move that Europe is making to embrace these new types of technology. Satellite systems continue to play a key role in satellite newsgathering and event broadcasting and the developments that have been made in antenna technology are making these tasks even easier, more efficient and reliable. IBC was a successful show for a successful satellite industry in a successful sector.



*GigaSat FA-180 flyaway satellite earth stations for the BBC World Service.*