



OneWeb



Brdy

USE CASE

Global content contribution and exchange for broadcasters
Space-based network solutions for universal deployment

Connection everywhere changes everything



OneWeb



Space-based network solutions for universal deployment

Remote production and cloud

Broadcasters are increasingly moving into cloud-based production workflows that are scalable, flexible, and collaborative. Production crews working outside fixed internet or mobile network coverage areas, often in conflict zones, need more connectivity to travel with them. OneWeb's network solutions are designed to integrate with existing content management systems and drive this shift towards remote services.

Modern broadcasting involves more than transmitting a video feed into viewers' homes. Broadcasters need internet and VoIP services at remote locations to supplement their productions. Traditionally, connectivity would be provided via fixed-line operators or cellular networks for audio and data services, but in many locations these services are not reliable. They also come with a prohibitive price tag for a temporary service, since broadcast companies might have to pay installation fees for a location they may never broadcast from again.

OneWeb LEO satellite connectivity can be a powerful new tool for broadcasters. LEO services can supplement data services at remote productions and be used as a primary transmission mechanism. They ensure production teams have access to email, internet browsing and file transfers on location. They also enable real-time remote control of broadcasting and studio equipment, so interview kiosks can be set up quickly in overseas or harder-to-reach places without the need for local technical support staff. Health checks on broadcast equipment can be carried out remotely, based on data fed back from remote facilities.

For broadcasters who want to be first to share news and features from the remotest parts of the world, OneWeb provides the low latency required for reliable transmission and live interviews, broadcast quality coverage from hard-to-reach places, and offers the ability to deploy to events at speed for special reports.



Connectivity challenges

Outside broadcast from remote locations is a time-sensitive business. Fast, reliable connectivity offers a competitive edge. Broadcasters need connectivity that gives them the ability to share content with the world's major platforms as rapidly as possible, whether from permanent or occasional-use live broadcast sites.

Broadcast companies also need to be able to operate and deliver content across large geographical areas, often beyond the reaches of terrestrial networks. Rushes need uploading, large data files need transferring securely to the cloud and the editing suite. Edited content then needs sending to local distribution centres and broadcasters.

If connectivity is not available, downtime means lost money, lost viewers and potentially, damage to brand reputation. Uptime and guaranteed quality of service (QoS) are crucial for broadcast links.

Connectivity solutions

LEO satellite connectivity offers broadcasters access to an IP-based network that enables video-over-IP delivery of content to an audience over local or wide areas. It can provide broadcasters with agile, reliable connectivity, either as a primary link or back-up solution; can scale cost-effectively to a growing population of receivers, and; can be easily scaled to address and deliver more content.

OneWeb connectivity is quick and cost-effective to set up in urgent circumstances. It requires minimal technical staff to turn on and manage the UTs, and broadcasters only pay for what they use.

Enhanced opportunities

Rapid deployment

OneWeb LEO satellite connectivity is quick to deploy, requires minimal technical staff, and is easy to manage for delivery. A team of three (talent, producer, camera/soundman) can set up and broadcast at speed. LEO solutions support the geographical imperatives of broadcast companies, enabling broadcast and business services from anywhere in the world.

No distance too far

LEO satellite's ubiquitous global coverage ensures that broadcasters get the connectivity, speed, reliability, and agility they need wherever in the world they need to be. It offers a reliable mechanism for quick and temporary content delivery from anywhere to anywhere.

Enabling business-critical tools

LEO satellite connectivity supports new tools and facilities that outside broadcasters need at their disposal. That could mean bi-directional communications or a contribution circuit back to broadcast centres.

Network integration

LEO's integration with content management systems is made easier in the cloud. Further, digital products can help simplify how broadcasters manage and add LEO to existing solutions.





Enhanced and new applications

Consistent connectivity anywhere

Enabling business-critical services at the same quality at any site, easy to relocate.

User-generated content

Public access to network solutions for sending in mobile pictures/video and sharing content back to broadcast centres.

Special events

Live production content exchange from special event locations worldwide back to broadcaster's cloud-based production network.

Overseas news bureaus

Connect up overseas news offices using duplex, low latency, high bandwidth connectivity independent of last-mile infrastructure.

Walk-in interview kiosks

Low latency, real-time remote control of equipment in small overseas walk-in cloud connected interview kiosks. This removes need for local technical staff.

Satellite news gathering

Transportable, automatically-provisioned terminals enable planet-wide space-based news gathering.

Roaming cameras

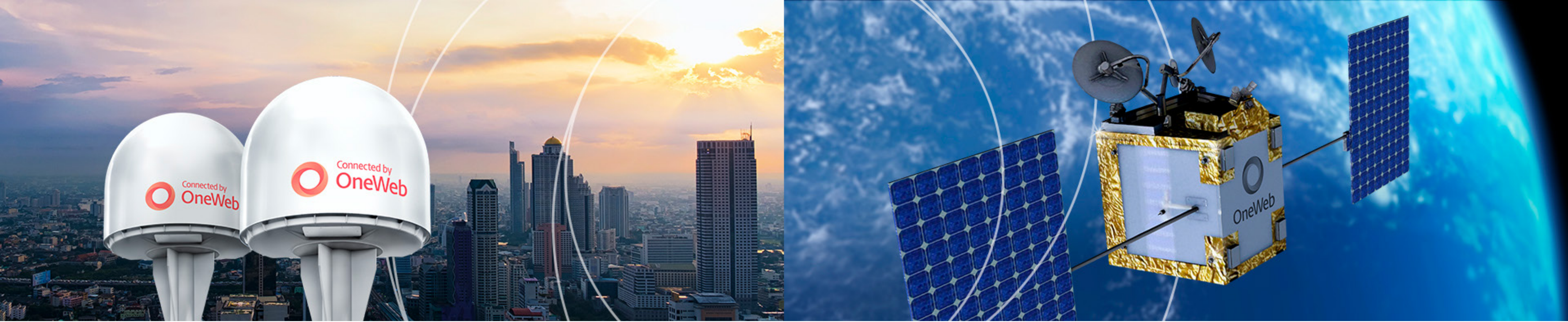
Connecting up cameras on the move, whether on the ground, at sea, or in the air.

Live workflows

Potential to drive efficiencies and improved real-time decision-making in fast-evolving situations.

Remote control of equipment

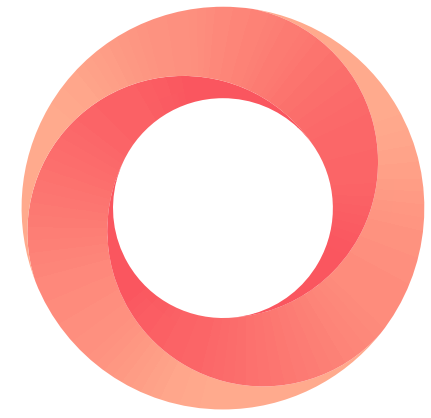
Low latency can enable remote control equipment in the field to reduce need for technical staff.



Space-based connectivity made easy

OneWeb LEO satellite connectivity is perfectly-suited to the needs of broadcast services and the media industry. Its speed, low latency, and reliability can help power the digital transformation of agile content contribution and exchange to and from anywhere with flexible, scalable, and reliable connectivity.

Deploy OneWeb connectivity using a new class of User Terminal that brings function, design, and easy-to-use LEO technology together. Simple to order, deliver, install, and maintain, to enhance existing solutions or support new broadcast service applications.



OneWeb

Global space-based connectivity

Connection everywhere changes everything



Brdy

For all enquiries please contact

b2b-sales@brdy.com

