

4K Fueling Broadcaster Demand for Remote Production

Net Insight to show why growth of live 4K content is pushing use of remote production

STOCKHOLM, SWEDEN – At NAB 2015, Net Insight, a leading provider of efficient and scalable transport solutions for media, IP and broadcast networks, will discuss why the growing demand for 4K content is now a key driver for using remote production and centralized workflows in the broadcasting of live events.

The live events industry has grown massively over the past few years. It has been driven by an increase in demand for higher quality live content, a change in behaviour in terms of viewing habits and the pursuit of greater revenues by broadcasters and media service providers.

One way for broadcasters and media operators to increase revenue and enhance profitability is to offer more live content of a higher quality, but this poses a major challenge since the costs associated with such productions are very high. As an example, some of Net Insight's customers have highlighted they would need to invest up to around \$10 million each year in new outside broadcast (OB) trucks to keep up with the increased number of live events, and with more 4K productions on the horizon they will require new production equipment, including OB trucks that will need to be rebuilt or exchanged in order to work with the new 4K ultra high definition (UHD) standards.

To deliver live content in these new higher quality formats and achieve greater revenue and profits, broadcasters and media operators need to streamline production in order to keep costs down, avoid bottlenecks in production facilities and make efficient use of resources such as people and equipment. One of the most important technology trends to address this rising cost and at the same time help broadcasters and media operators gain greater efficiencies in transporting more high quality live video is remote production and centralized workflows with the potential to produce more content with less resources.

Normally live events require an entire crew and on-site production facilities to capture, edit and transmit content back to production and distribution centers, usually over a satellite communications link provided by an OB truck. Using remote production dramatically cuts operating expenditure by reducing the volume of personnel required to travel to events, cuts down on on-site equipment costs, eliminating the need for OB trucks, and perhaps most importantly opens up the content contribution side to smaller crews, which offers the potential to increase the number of live events that can be broadcast through the efficient the use of personnel.

"With new centralized workflows associated with remote production techniques, the potential for savings are huge, by not having to transport equipment to every event – eliminating the need to send an OB truck, and its associated crew, with an uplink to the event site," says Martin Karlsson, CTO and vice president product portfolio at Net Insight. "We can see from our customers that 4K is accelerating the shift toward remote production workflows. By employing remote production techniques there is no need to update OB trucks, which helps broadcasters and media service providers keep down capital and operational expenditures, while using high-fiber offers the potential for massive network cost savings."

To discover more about how and why the demand for 4K and the need for greater efficiency is driving the remote production trend, see the demos on display and learn more about how Net Insight's other solutions are helping operators, service providers and broadcasters, please visit the company booth (SU4321) at NAB 2015.

For further information, please contact:

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About Net Insight

Net Insight delivers the world's most efficient and scalable transport solution for Broadcast and IP Media, Digital Terrestrial TV and IPTV/CATV networks.

Net Insight products truly deliver 100 percent Quality of Service with three times improvement in utilization of bandwidth for a converged transport infrastructure. Net Insight's Nimbra™ platform is the industry solution for video, voice and data, reducing operational costs by 50 percent and enhancing competitiveness in delivery of existing and new media services.

More than 200 world class customers run mission critical video services over Net Insight products in over 60 countries. Net Insight is quoted on the NASDAQ OMX, Stockholm.

For more information, please visit www.netinsight.net