



Catholic Television of San Antonio

TVU Extends Reach and Flexibility of Live Broadcasts

Location:

San Antonio, Texas

Challenges:

- Needed a cost-efficient portable newsgathering solution for live broadcast of local events
- Faced budget and staffing limitations
- Desired solid video transmission without signal degradation

Benefits:

- Reliability
- Flexibility to extend their broadcasts and reach
- Cost-efficiency
- Ease-of-use

Challenge:

For the past 35 years, the Archdiocese of San Antonio's Catholic television station, Catholic Television of San Antonio (CTSA), has broadcast locally produced video, created in the studio and from the field. As a very active regional diocese, the church wanted to carry more of its off-site celebrations and events live, but CTSA faced technology, budget and staffing limitations.

The station had used another transmission solution for live events, but the unreliable signals and degraded video was causing image pixelation and dropout. In 2015, CTSA was determined to find a reliable, portable transmission solution to rent for production of its live, annual Easter event, "The Passion Play."

Solution:

After a competitive and thorough research process, CTSA selected the TVUPack cellular 4G/LTE portable backpack transmitter for its live Easter event. With its first use, station operators were shocked at the dramatic improvement in transmission quality. Convinced of its value and cost-effectiveness, CTSA decided to purchase a TVUPack for remote transmission.

Dagoberto Patlan, Operations Manager of CTSA, explained the criterion for selection: "As a small, local community station with a very limited budget, our potential purchase of the TVUPack was heavily discussed. It expands our live video capabilities and broadens our presence in the community. That was a major selling point to us. The solution's solid signal strength and dynamic control of different modems also impressed us. The TVUPack has blown us away with what we're able to do with it. It's proven to be a rock solid product and a great utilization of our resources.

With the transmission capabilities of the TVUPack, CTSA has carried local graduations, masses, holiday celebrations and other events live - including coverage of 10 high school graduations within a few weeks. Live coverage of so many events in back-to-back succession would not have been possible before the TVUPack purchase. The station also used the TVUPack for their 2016 "Passion Play" live broadcast and rented an additional TVUPack so they could live stream it from multiple locations.

CTSA has utilized its TVUPack for the past two years for a four-hour telethon for Hope for the Future - a scholarship program for students in any of the 43 Archdiocese of San Antonio Catholic schools. The Archdiocese of San Antonio partners with Univision Communications to hold the telethon at the latter's studio space. The TVUPack transmitted the signal from the Univision studio to CTSA's station during their spring 2016 telethon.

Benefits:

For CTSA, the biggest benefit of its TVUPack is the significantly expanded presence it provides. The portable IP newsgathering solution affords CTSA the flexibility to live broadcast events and serve the community in a way that was not possible previously. One of the missions of CTSA is to reach people that might not be able to get out and see local events in person, and the solution increases CTSA's ability to broadcast live content cost efficiently.

The station finds the TVUPack to be the portable, dependable solution it was looking for. For a station with a limited budget that couldn't afford a production truck or other expensive gear for shooting live in the field, the TVUPack is a perfect fit.

Because the TVUPack offers mobility and connectivity through cellular technology, CTSA can easily conduct transmissions anywhere. The station has never run into a locale that its TVUPack could not service with a solid video signal.

"I've been in television production for many years, and I never believed that the day would come that sending a signal remotely from one location to another could be achieved so effortlessly," said Patlan. "The TVUPack has really been a Godsend to CTSA."

About TVU Networks :

TVU Networks is a technology and market leader in IP-based live video solutions. TVU's solutions help transform broadcasters' SDI-based operations - which include acquisition, transmission, routing, distribution and management - to an IP-based infrastructure. TVU serves customers of all sizes in more than 80 countries from industries that include news broadcast, web streaming, law enforcement, sports, corporate and government. In broadcast markets around the world including the USA, China and other major economic powers, TVU is the dominant market leader with more than half of all news broadcast stations using its IP video solutions, which include TVU One™ and the award-winning TVUPack mobile live cellular transmitters. Using its proprietary IS+ technology, TVU's uplink solutions use any combination of cellular, satellite, microwave, WiFi and Ethernet IP connections to deliver live HD video from practically any location.