



KSBI

TVUPack Enables Independent Station to Beat Competition With Innovative Live Footage

Location:

Oklahoma City, Oklahoma

Challenges:

- Provide innovative new content to compete in a consolidating market.
- Replace expensive satellite and microwave trucks.

Benefits:

- Flexibility to go live from virtually any location.
- Cost-effective solution.
- Easy to use. Plug in, push the power button and go live.

“TVUPack is one of the critical elements for making our station goals happen. We’ve done a number of unusual things with TVUPack that our competitors can’t do.”
– Jerry Hart, vice president of operations, KSBI TV.

Challenge: Broadcasting Live TV On the Go

Based in Oklahoma City, KSBI is one of the last independent television stations in the region. In late 2010, KSBI faced the challenge of surviving in a competitive market as Oklahoma City’s lone independent television station. As part of its strategy to compete with larger network affiliates, KSBI evolved its focus to provide local entertainment mixed with syndicated programming.

Airing local entertainment provided challenges for the station, which had limited ENG resources. In order to supply the live coverage that its viewers demanded, KSBI faced the prospect of investing in a new microwave truck as well as upgrading its existing satellite truck.

“No way you can do this kind of TV without live capabilities,” explained Jerry Hart, vice president of operations for KSBI TV. “We had a satellite truck, but no microwave. Since we were focusing on entertainment, we knew that going live was important, so we began looking for a cost-effective mobile ENG solution that would be reliable enough to trust with live TV.”

Solution: TVUPack

In 2011, KSBI selected TVUPack as its mobile ENG solution after evaluating a number of portable uplink products. “We went out and tested the TVUPack, and found it to do everything that the marketing said it would do. For the demo, we did two live one-hour shows. It went flawlessly,” Hart explained.

Among KSBI’s biggest hits to date is the station’s coverage of Oklahoma high school football every Friday night. “TVUPack enables us to broadcast live from six different high schools each night. If you can get a cameraperson to the game, you can get a live feed. It’s so simple to set up, nobody has to run cable or configure the pack to broadcast,” explained Hart.

Benefits

Since deploying the TVUPack, KSBI has enjoyed its ease of use, giving its camera operators the ability to broadcast live with the push of a button. The TVUPack system boots up in less than a minute and requires no configuration from the field. TVUPack also gives KSBI the flexibility to broadcast from a variety of locations previously inaccessible with other ENG solutions, including going live from atop a giant ferris wheel at the Oklahoma State Fair.

“With the TVUPack, our cameraman tosses it in the back seat of his car and goes anywhere he wants. We have even gone live from a moving vehicle,” said Hart. “I think we’ve just scratched the surface of how we can use it. Because of TVUPack, we’re airing live footage that nobody else can do.”

Additionally, TVUPack offered KSBI considerable cost savings over traditional ENG solutions. According to Hart, KSBI saved more than \$200,000 in operational costs by deploying TVUPack. “Sat trucks are traditionally expensive,” explained Hart. “In addition to the cost of the equipment, they also require an engineer to run them and a driver with a CDL to drive them. On top of that, you need to buy airtime and you can’t miss your windows. TVUPack has eliminated all of those expenses.”

According to Hart, TVU’s strong customer support was another attractive feature of using the TVUPack. “The customer support for TVUPack is outstanding. Being in broadcasting my entire life, anytime you look at technology, nobody expects it not to have issues. If there’s ever any kind of problem with the pack, the customer support team goes above and beyond to resolve the issue. It’s rare to get the kind of service they deliver,” said Hart.

About TVUPack

Already in use by hundreds of broadcast organizations around the globe, TVU’s award-winning TVUPack gives broadcasters satellite/microwave TV truck or van functionality in a lightweight backpack. TVUPack is powered by TVU’s proprietary Inverse StatMux technology, which dynamically segments a live video signal and transmits the segments through multiple independent 3G/4G connections. TVUPack is simple to use and provides broadcasters with low-latency, HD quality signal that enables them to broadcast live at any time and from any location.