



Somoy Media

Expanding Live News Capabilities Beyond SNG Vehicles

Challenge: Delivering More Coverage of Live News From More Locations

Somoy TV is a leading 24-hour news network based in Dhaka, Bangladesh that delivers live breaking domestic and international news. Since it went on the air in April of 2011, Somoy has seen tremendous growth as the network works to deliver live news content to its viewers.

"As our need and demand for live broadcast grew, it was time for us to look for an alternative to our existing live remote newsgathering capabilities, which at the time consisted of DSNG vehicles and a laptop," explained Mohammed Akther Hossain, Head of Admin and Operations, Somoy TV.

Solution: TVUPack

In order to expand its mobile ENG capabilities beyond using traditional DSNG vehicles, Somoy TV deployed TVUPack 3G/4G/LTE cellular uplink solutions because of its flexibility, ease-of-use, superior picture quality and powerful dual-encoding engine.

"As we deployed TVUPack, we found that the system was extremely flexible and allowed us to transmit more live breaking stories to our audience than ever before," said Hossain.

Somoy TV has used TVUPack to broadcast a number of important events throughout Bangladesh. One of the network's greatest successes with TVUPack came as they covered the events surrounding the death of former Bangladeshi president Zillur Rahman in March of 2012. As Rahman's body was transported from the airport to the presidential residence, Somoy followed the funeral procession, broadcasting the events live from a moving vehicle with the TVUPack. The live broadcast resulted in unprecedented viewership for the network and received national attention, as the state owned television channel BTV as well as 16 other television networks in Bangladesh picked up and relayed the live video as it was broadcast.

"This was a story of tremendous national importance, and because of our new ability to go live from a moving vehicle, Somoy TV was the only broadcaster able to deliver this compelling footage to the people of Bangladesh. The mourning nation was able to watch the story unfold, and it was all possible because of the TVUPack," said Hossain.

Benefits:

With TVUPack, Somoy TV has been able to dramatically expand the network's live ENG capabilities, helping the network cement its place as a leader in its market. Hossain maintains that TVUPack will enable Somoy TV to continue to expand its live ENG capabilities. "TVUPack is a significant tool for us in our newsgathering efforts. The picture quality is outstanding and it's easy for our camera operators to use. We look forward to seeing the kinds of stories that we'll be able to broadcast with the TVUPack in the future," said Hossain.

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 professional broadcast quality signal that enables them to broadcast live at any time and from any location.

Location:

Dhaka, Bangladesh

Challenges:

- Deliver more live coverage of events during 24 hour news cycle
- Expand ENG capabilities beyond traditional SNG vehicles

Benefits:

- Deliver exclusive video of critical breaking news events
- Deliver video from more locations, including moving vehicles
- Expanded live ENG capabilities to meet growing viewer demand for live news

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