

YTN

Location:

Seoul, South Korea

Challenges:

- Implement a more flexible mobile ENG solution

- Reduce time to air for breaking news stories

Benefits:

- Expanded ability to get live footage of breaking news

- Delivered superior HD picture quality

- Ease of use in the field

“We selected TVUPack because it provides the best video quality of any of the solutions that we tested. It is also easier to use in the field, and is able to transmit video with just the push of a button. Additionally, the TVUPack has been a very economical solution, allowing us to save money in our mobile newsgathering efforts.” Hyoungyill Park, Professional Engineer, YTN

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Expanding Live ENG Capabilities of South Korea’s Leading 24 Hour News Network

Challenge

Since 1993, YTN, a 24 hour news network headquartered in Seoul, has worked to build one of South Korea’s most respected newsgathering organizations, and has earned a reputation of delivering accurate and rapid news reports without distorting the facts. With a large newsgathering operation that includes more than a dozen news vehicles, YTN was looking for a mobile broadcast solution to give the network the flexibility to go live from more locations and help increase the speed of getting news to air.

Solution: TVUPack

After evaluating a number of cellular uplink products, YTN selected TVUPack to supplement its ENG efforts. “We selected TVUPack because it offers the best combination of mobility, picture quality, and ease of use. It provides the best video quality of any of the solutions that we tested. It is also easier to use in the field, and is able to transmit video with just the push of a button. Additionally, the TVUPack has been a very economical solution, allowing us to save money in our mobile newsgathering efforts,” said Hyoungyill Park, professional engineer, YTN.

According to Park, TVUPack has provided more flexibility for YTN as they work to be first on the scene for important breaking news stories. “TVUPack lets us get footage that we would have never been able to broadcast before. For example, last winter we sent a news crew to cover a collapsed building. Our reporter was able to capture up-close vivid footage from the top of the building next door. Getting that shot by running cable from an OB van would have been impossible,” Park said.

Benefits:

For YTN, one of the biggest benefits of the TVUPack has been increasing the speed of which the network is able to deliver live news to viewers. “TVUPack has changed the way we can deliver live coverage of fast breaking news stories to our viewers. Since deploying TVUPack, we have been able to get quality shots from the scene faster than other broadcasters,” said Park.

YTN has also been impressed with TVU’s industry leading customer support team. “TVU’s quick and continuous customer support has been very good, helping us resolve any issues that we encounter with speed and professionalism. Also, if we need to cover events abroad, such as the London Olympics, we’re able to use TVUPack from anywhere in the world,” Park explained.

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.