



OETA

Oklahoma Educational Television Authority Relies on TVU One to Broadcast the Governor's State of the State Address from the Capitol

Location:

Oklahoma City, OK

Challenges:

- Needed a cost-efficient solution to act as a temporary studio
- Responsible for sharing pool feed to commercial stations all across the state
- Desired the highest quality of video footage

Benefits:

- Picture quality
- Reliability
- Effective video feed distribution
- Ease-of-use

Challenge:

As the statewide public television network, OETA was responsible for providing pool feed to commercial stations throughout the state of Oklahoma for the State of the State address. Typically, this is not an issue for OETA, as they have had a studio in the Capitol. However, as the Capitol is currently under a remodel, OETA's studio was not in full, working operation.

The Governor's office and the leadership of the legislature wanted OETA to find a work-around and broadcast the State of the State address. "OETA had a full studio in the Capitol for years and three SD cameras in the House Chambers. Because of the remodeling work being done, we required a solution we could drop into our workflow and transmit HD video statewide to all affiliates," said Mark Norman, OETA Interim Executive Director.

Solution:

After choosing TVU One as the wireless transmission solution of choice for the regional Emmy Awards broadcast from Oklahoma City to Denver and experiencing TVU's unmatched transmission quality, OETA again selected TVU as the IP video solution provider of choice for this critical remote transmission.

"OETA had such a positive experience using TVU One for the Emmy broadcast that we knew it would be the perfect solution while our studio was under renovation and remodeling," says Norman. "We connected to the House of Chambers' LAN system and however the magic of TVU One works, it worked flawlessly and without any issues. The picture quality was terrific. Local stations came to OETA and took feeds to send back to all of the commercial stations and the TVU One was the source for all of the stations," explained Norman.

OETA intends on using TVU One again next year for the State of the State address as the OETA studio may still be under remodel. OETA is also considering using TVU One as the solution of choice for future events broadcasted from the Capitol or any remote location in Oklahoma where a reliable uplink video transmitter is required.

Benefits:

For OETA, the biggest benefit of TVU One was the ability to broadcast exquisite live video content and provide pool feed to local stations, cost efficiently and reliably- despite logistical challenges. Because TVU One offers mobility and connectivity through uplink technology, OETA can easily conduct transmissions, even while their traditional studio is being remodeled.

OETA found TVU One to be the portable, dependable solution to fill a gap in their traditional workflow. For a station looking for a quick solution that required no additional training or configuration, TVU One was the best choice and provided the most benefits to OETA.

"We are sold on the TVU solution," said Norman. "The TVU One is a solution that we know will work."

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 85 countries from industries that include news broadcast, web streaming, law enforcement, sports, healthcare, houses of worship, public safety and government.

In broadcast markets around the world TVU® is the dominant innovaton leader with a large majority of news broadcast stations using its IP video solutions. 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.