



Seoul Broadcasting System Depends on TVU's IP Video Solutions Daily For Remote News Coverage

The South Korean Commercial Broadcaster Has Deployed Multiple Mobile IP Transmitters Nationally and at its International News Bureaus

Location:

Seoul, South Korea

Challenges:

- Looking for a high-performance IP solution for remote broadcast
- Needed technology that offered simple operation for fast-paced environments
- Wanted a solution that could easily scale with global growth

Benefits:

- Enables reliable remote newsgathering
- Flexibility
- Cost-effectiveness
- Scalability
- High-performance video transmission

Challenge:

Seoul Broadcasting System (SBS) became the second commercial broadcaster in South Korea when it launched in 1991. Today, SBS runs one digital terrestrial television station, two radio stations, and seven cable television channels, including SBS Golf, SBS E!, SBS Sports, SBS MTV and Nickelodeon Korea. In producing news, sports, and entertainment coverage both nationally and around the world, SBS's news team includes correspondents in international locations, such as Washington, D.C. In the past, the broadcaster used dedicated submarine networks for international correspondence, but SBS was looking for a more cost-efficient technology that could produce vivid video, improve their news coverage capabilities, and enable them to easily produce and transmit video out in the field back to their studios.

Solution:

SBS initially selected TVU Networks' proven and award-winning TVUPack mobile IP live video transmitters in 2012. SBS found the TVUPack to be easy to use, quick to deploy, and provides a broadcast quality picture that its viewers want. Featuring TVU's proprietary Inverse StatMux technology, SBS has been able to count on the reliability of live video transmission even in challenging bandwidth environments. Over the years, SBS has deployed TVUPack with its camera crews to cover news and events throughout the world, broadcasting a HD picture to its viewing audience.

More recently, SBS acquired and incorporated TVU One into its broadcast workflow for remote video acquisition. SBS uses the ultra-compact TVU One live mobile IP newsgathering transmitters as a part of its "Morning Wide" morning news and talk show on its terrestrial station, SBS TV.

In 2017, the South Korean broadcaster continued to expand its global news reach by adding TVU One with HEVC/H.265 to its news bureaus around the world: Tokyo, Los Angeles, NewYork and Washington D.C.

Benefits:

SBS has come to rely on the reliability and performance of TVU mobile IP transmitters for its daily newsgathering. The broadcaster is able to fully leverage the versatility of TVU Networks' small, lightweight, IP-based video field transmitters – while still achieving high-definition picture quality. TVU transmitters provide simple, worry-free operation for the SBS production team out in the field, and the video is easily sent back to SBS's broadcasting center in Seoul. With the addition of TVU One with HEVC, SBS can now realize real cost savings on broadband use by taking advantage of the more efficient compression and data management inherent in HEVC encoding when compared to H.264 together with TVU's Inverse StatMux Plus technology.

SBS has depended on its TVU Networks equipment for the production of important news and live events, including the World Cup, Olympics, and election coverage leading up to and during both the 2014 and 2017 South Korean presidential elections. TVU One enables SBS to easily capture and transmit video from both its international correspondents and news team in and around Seoul.



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, 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 a large majority of all 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.