

EUTELSAT HOTBIRD SOLUTION

In cooperation
with:

**SMART
CAST**



One stop shopping broadcast solution on Eutelsat HotBird™ 13°E

You are looking for a broadcast solution with efficient playout capabilities on Eutelsat HotBird™?

MEDIA BROADCAST, in charge for the Sat Distribution Service (DVB-S) and **SmartCast**, in charge for the Playout Solution provides such a seamless solution.

You focus on the creation of your content. The upload from your computer and the remote control of your programme on the playout server are easy to use.

MEDIA BROADCAST's DVB-S platforms are provided from its teleport in Usingen, nearby Frankfurt (Germany). Their architecture and hardware are based on the latest DVB over IP technology. This allows a perfect compatibility with the SmartCast Playout Server Platform that is installed right at the teleport. Furthermore it gives the customer maximum flexibility for the contribution of his signal via Internet or a dedicated line, e.g. via the terrestrial IP Network of MEDIA BROADCAST or another IP based infrastructure.

To ensure the compatibility of the signal with the respective international specifications and recommendations and to allow full interoperability between different manufacturer's equipment, MEDIA BROADCAST provides the DVB-S service in accordance with the latest version of the all relevant international and national industry standards.

SmartCast provides its SmartPlayout solution containing all needed hardware, software and technical service. The complete software was developed by SmartCast itself and is subject to permanent improvement. The long-term experience in the media industry concerning improvement with innovative new features e.g. workflow and other requirements guarantees the customer a cost-efficient solution that can be fast implemented.

Perfect Content-Management

SmartContent permanently analyses all incoming data and automatically notifies all detected errors via mail back to you. This eliminates any sudden surprises when the program runs on TV. Backups and server allocations work automatically too. With SmartEdit you have the same fast access to your channel as if you would stand in front of your own server.

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MEDIA BROADCAST standard services:

- Signal reception:
DVB-ASI or Fast Ethernet
- DVB-Multiplexing
- Satellite Uplink
- Space Segment:
Distribution of the customer signal on allotted satellite frequency on orbit position like

Eutelsat HotBird™ 13°E

Characteristics:

- Symbol rate: 27.5 MSym/s
- Modulation: QPSK
- Transponder no.: 127 155
- Downlink frequency: 11.054 GHz 11.604 GHz
- FEC: 5/6
- Fixed, guaranteed bandwidth

- 24/7 helpdesk

Optional Services, other than SmartCast Playout:

- Signal contribution
- IP encapsulation
- MPEG encoding
- Norm conversion
- EIT service
- Encryption / Scrambling

SmartCast's playout solution allows:

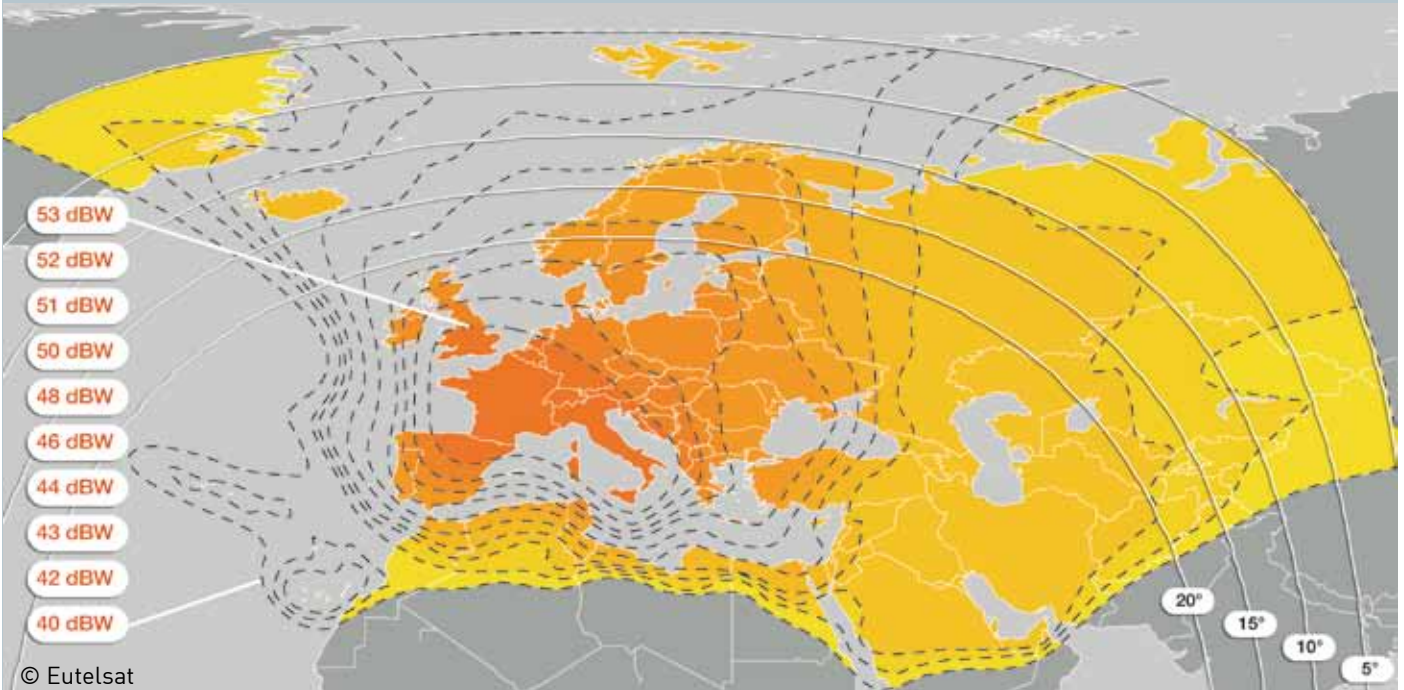
- Efficient use of bandwidth
- Powerful playlist editing
- Low priced signal contribution via public internet in perfect quality
- Flexible data interface
- Web applications on TV
- 24/7 helpdesk and monitoring

Additional TV Services:

- Internet streaming
- Video on demand platform
- Implementation of web-based program associated data (PAD)



Footprint Eutelsat HotBird™ 9 @ 13° E:



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