

MEDIA BROADCAST at IBC 2009

In focus: seamless services via digital platforms

Bonn, 7 September 2009 – At the International Broadcast Convention (IBC) 2009 in Amsterdam, MEDIA BROADCAST will be showcasing its innovations and service offerings for national and international media customers under the slogan 'Creative solutions for a digital world.' The company will be exhibiting in hall 1 at stand B79, together with other affiliates from the TDF Group.

Presentations will focus on the subject of **Event Broadcast Services**. As part of this, MEDIA BROADCAST will be demonstrating the broad range of transmission options for major events, using the example of the **FIFA World Cup™** in South Africa.

In addition to these services, customers will be able to see new features on the MPLS-based IP platform **BROADCAST NGN**, as well as examples of flexible customised solutions. Experts will explain how HDTV, IT and telecommunications signals are transmitted together on this platform.

Further presentations on new, **HD-capable SNG (Satellite News Gathering) units** will explain how digital signals are transmitted continuously from the event location to the studio. The new units are also equipped with HD production technology: from camera and lighting to an editing area. Kitted out with state-of-the-art equipment, MEDIA BROADCAST's SNG vans provide transmission paths with bandwidths of up to 80 Mbps and appropriate redundancies.

These platforms are able to link up seamlessly with **Satellite Distribution** services. MEDIA BROADCAST will demonstrate the application of various broadcast formats based on DVB-S, DVB-S2 or IP. The latest solution for universal IP-based services is the distribution of an HD channel for Czech TV, the public television broadcaster in the Czech Republic.

These presentations will be complemented by examples of satellite-supported corporate communications and the link-up of remote corporate networks via satellite.

With **Digital Cinema**, MEDIA BROADCAST will showcase solutions relating to the delivery and distribution of digital motion pictures. Presentations will centre on a satellite network for the cinema industry that can be used across Europe and which includes all market partners. In addition, distribution services for disseminating alternative and event-specific content will be presented and explained.

As a general contractor, MEDIA BROADCAST will be present by **Digital Signage** and show its complete range of services – from provision of network infrastructure and rollout management to installation, maintenance and service. Services for various industries will be illustrated with the aid of references.

TDF subsidiary **SmartJog** will exhibit terrestrial contribution solutions, complementing MEDIA BROADCAST's distribution services. **Levira**, an Estonian company and member of the TDF Group, will present its portfolio of transmission and playout services.

Details of these and other services are available from MEDIA BROADCAST in an electronic press kit that can be downloaded via the [Virtual Press Office](#).

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MEDIA BROADCAST is Germany's biggest full-service provider in the broadcasting and media industry. As part of its core business, the company manages, installs and operates multimedia transmission platforms for television and radio, based on state-of-the-art broadcasting, cable and satellite networks, both nationally and around the globe.

MEDIA BROADCAST fully supports around 750 national and international customers: public and commercial broadcasters, TV and radio production companies, international broadcasters and network operators, media organisations and the cinema industry.

MEDIA BROADCAST is part of TDF Group, a major service provider of IT, telecommunications and broadcast solutions and terrestrial networks in Europe. Information on MEDIA BROADCAST can be found at www.media-broadcast.com; information on TDF Group is available at www.tdf.fr.

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