



CASE STUDY

SKY NEWS



SIS LIVE provide fully managed uplink services for Sky News

The award winning 24-hour news channel Sky News has been working with SIS LIVE since 1992. The channel first used SIS LIVE uplinking trucks during the 1992 general election campaign and the relationship has grown and deepened ever since. In 2007, Sky News signed the latest five year deal in which SIS LIVE is delivering a fleet of highly-specified uplink vehicles and satellite capacity for the broadcaster, lasting until 2012.

“We act as a service provider for Sky News,” says Mark Shadbolt, Sales Director, SIS LIVE. “We operate a number of trucks, providing them with a complete service. We also supply satellite space for their links. It is a completely managed, turnkey service. They tell us where to go and we send a vehicle there.”

Jackie Faulkner, Head of Operations, Sky News, says, “We have 15 satellite trucks from SIS LIVE, seven are manned by SIS LIVE and some we man ourselves. They are located around the country and we use them on a seven-day-a-week basis. We also lease seven dedicated satellite

channels from SIS LIVE which gives us plenty of bandwidth cover.”

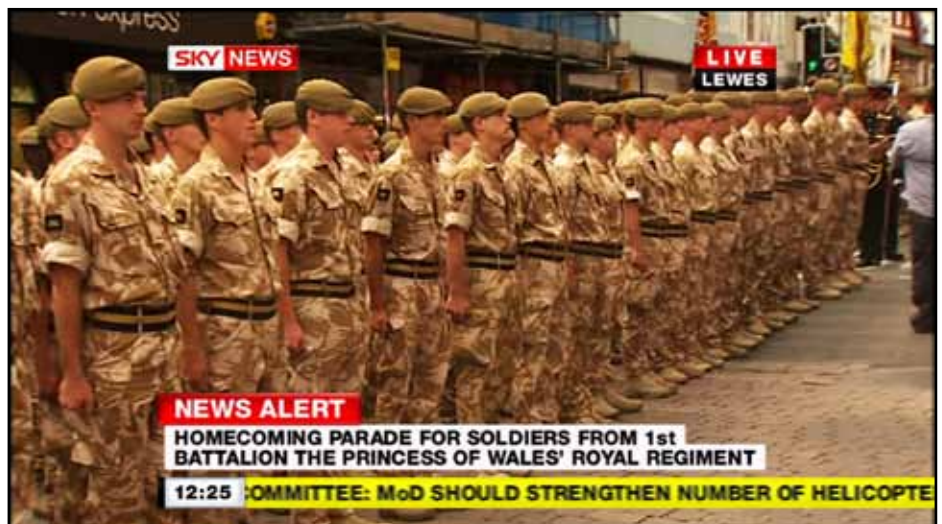
SIS LIVE maintains bases for Sky News in Edinburgh, Manchester and London and can arrange for a vehicle to cover a news event at a moment's notice. Full coverage is available everywhere in the UK.

As Britain's first 24-hour news channel, Sky News is a pioneering news provider, operating across multiple platforms, on satellite television, online via skynews.com, on the radio via more than 300 commercial stations, on mobile

phones and on iPhones. It also operates services on UK train platforms, Virgin Atlantic flights and via a ticker tape in Piccadilly Circus in London.

The broadcaster has won numerous awards for its programming, including winning the prestigious Royal Television Society News Channel on six occasions since 2002. It has also won three BAFTAs for its news coverage, including news coverage of the year for reporting the Glasgow bombings in 2008.

Throughout this time, SIS LIVE has



been supporting Sky News with its services, ensuring it gets coverage of news events across the entire country and maintaining dedicated satellite capacity wherever it needs it.

As well as the dedicated satellite uplinking vehicles, Sky News also has a number of SIS LIVE's unique uPod uplinking systems, which are able to provide totally mobile satellite coverage out of two easy-to-carry cases. Sky News keeps one uPod in Bristol, and another six around the country, which Faulkner says gives the company extra flexibility.

"We work very closely with SIS LIVE and have a very good working relationship," Faulkner says.

"Because we have been with them all this time, they have a good understanding of what we need. They have plenty of trucks and we even think of many of the SIS LIVE people as Sky employees. We have a good management relationship too."

Sky News' assignments desk contacts SIS LIVE crews at any time day or night and will have crew and equipment at the scene of a news story within as short a period of time as possible. With all news channels, getting the story first is vital, something SIS LIVE understands.

For its part, SIS LIVE ensures all equipment is ready and in good working order at all times. If there is any malfunction, a replacement is supplied within two hours. SIS LIVE's crews are also highly trained. The dedicated engineers and camera operators working with the vehicles provide full operation and camera services as required.

Faulkner says SIS LIVE has also been very responsive to upgrades in technology. Sky News switched to the Panasonic solid state P2 camera technology in 2008 and SIS LIVE responded by upgrading its equipment to handle the format.

"We supply the spec and they give us what we want," Faulkner says.

"When we changed to P2, they had to change their format too. It was a big thing for us to change to solid state because we were worried that the disks would go missing, but that hasn't happened. We are very pleased with the format. We are also very happy with the way SIS LIVE has worked with us during the changeover."

The next big step for Sky News is the upgrade to high definition that is planned for 2010. Sky News is making the transition to a full HD service and although its cameras are already HD capable, it needs to upgrade all its other field equipment.

Faulkner says the transition will be done in phases, starting with UK wallboxes around London and the trucks. "It is a big commitment to make HD work. The plan is for our London trucks to convert to HD first and then go from there. SIS LIVE is supporting us with this transition all the way."

