



● CASE STUDY: BROADCAST

CELEBRO + NEWTEK

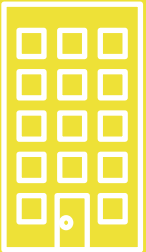
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QUICK FACTS



Headquarters:
London

Industry:
Broadcast news;
live production;
corporate event live
streaming services



Studio locations:
London, Moscow,
Washington D.C.

Coming in 2018:
Ramallah and Los
Angeles



We now make NDI® part of our planning process. Rather than run a cable to every desk, we can monitor any source on the network, from anywhere.

Wesley Dodd,
CEO

Sarah Gibson,
COO



Using IP allows us to flex what we offer to meet our clients' needs.



BUSINESS MODEL

Celebro studios are full-service “pay as you go” live production facilities, along with playout, outside broadcasting, crew and on-staff expertise for hire.



1,000 HOURS

Average monthly volume of live production in prior FY (excludes prerecorded programming)



100% produced using IP

OPPORTUNITY

Celebro builds new multi-camera live studios in strategic international regions to meet growing demand for broadcasters outside of those locations.

Their customers can produce news globally and cover events live as needed, without the expense and logistics of opening their own studios that are only used part-time.

TOOLS USED

- NDI®-enabled IP infrastructure
- NewTek TriCaster® multi-camera live production solutions
- NewTek IP Series Virtualized Media Control
- NewTek TalkShow® live production Skype® systems



Number of Skype interviews per year using NewTek TalkShow

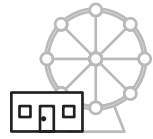
75 days

Longest active TalkShow® call (used as monitoring path)

CELEBRO'S GROWTH TIMELINE

2014

Single floor in London (1 floor = 1 studio)



2015

2nd floor added in London



2016

3rd floor added in London



2017

Floors 4 & 5 added in London (whole building takeover)



First international expansion to Moscow (6th studio)



2018

Expansion to Washington D.C. (7th and 8th studios)



Expansion to Ramallah (9th studio)



Expansion to Los Angeles (10+ studios)



CHALLENGE

The expense, logistics and bureaucracy of international operation are unpredictable obstacles that vary from country to country, making them impossible to address affordably within traditional broadcast delivery—for instance, refitting infrastructure satellite licensing, etc.

SOLUTION

Using NewTek NDI®, Celebro now designs all locations for IP-first workflows. This enables remote acquisition, live production, and shared video sources across locations; replaces (or augments) baseband infrastructure, hardware connectivity, SDI routing and satellite transmission.

RESULTS

With its IP first philosophy, Celebro has dramatically improved several factors involved in building and operating new studios. These include 1) reduced time and cost to deploy in a new location; 2) reduction in 3rd-party costs associated with satellite uplinks; 3) reduced infrastructure costs.

2,000 kilometers

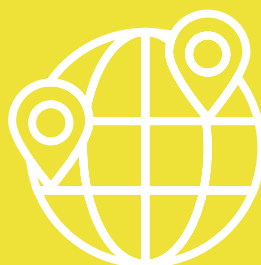


Amount of cabling removed prior to construction in Washington D.C. location (60-70 traditional cables per level)

1 Number of fiber lines Celebro installed instead

FACT:

In addition to Skype contributors, we often use TalkShows as a way of monitoring from multiple sites around the world. - Wesley Dodd, CEO



FACT:

A single fiber optic cable can carry everything in the entire facility - talkback, comms, control cables, lighting control internet, telephones, and, thanks to NDI®, our entire video signal path too. - Wesley Dodd, CEO



“BACK-OF-THE-NAPKIN” IP SAVINGS

Estimated observations when building for IP from scratch, compared with spending the same amount to build a traditional studio

50%

- More flexibility
- More production capacity
- More tools, features, and extras not available traditionally
- Fewer staff required for many operations