

BT Media & Broadcast

# BT TV Outside Broadcast

Live TV outside broadcast whenever you need it



# The pulling power of live transmissions



It's not secret in the media industry that live transmissions are extremely sought after, especially if you have exclusive rights. Live sports, entertainment events and news events attract massive audiences and help drive subscription, advertising and sponsorship revenue. At BT Media & Broadcast, we know how to get your consumers to feel part of the action. And that's with BT TVOB.

We've installed optical fibre at more than 150 venues around the country, including big sports stadiums, entertainment venues and exhibition centres. This means we can set up broadcast equipment and send live footage from the BT video switch in the BT Tower, back to your studio.



# Your needs, delivered with ease

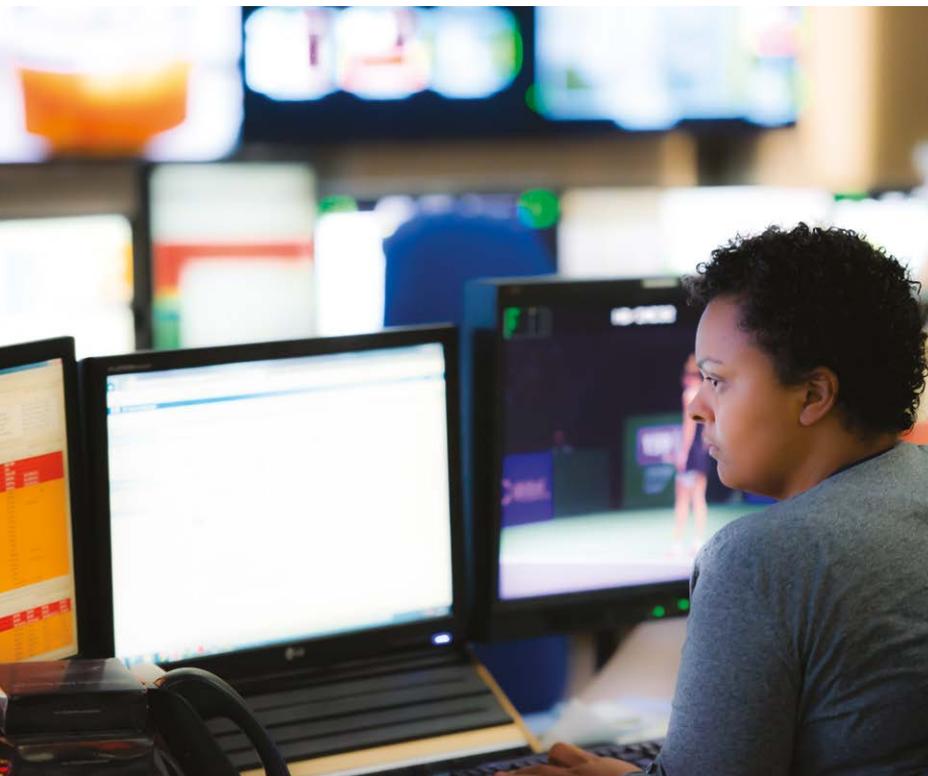
We offer bespoke packages, from one-off transmissions to a lease of several months. Not only can you customise the perfect solution for your broadcast needs, but you'll also benefit from:

**Multiple delivery options.** Along with fibre delivery, we also have in-house capability to deliver your event using digital microwave, satellite, RF and data file transfer technologies. Wherever your event is, we'll be able to provide a solution. We have our own satellite Earth Station that can provide uplink and downlink services over multiple satellite bands.

**High quality. Top security.** Our fibre network offers the best guarantee of quality, low latency and high availability of remote contribution technology. Our compression options range includes MPEG2, MPEG4 and J2K, so you can select the one that works best for you. Whichever you choose, your content is secure as it's transmitted over BT's fibre network, making it less susceptible to piracy.

**Alright on the night.** When it comes to live broadcast there are no second chances or room for mistakes, but with BT TVOB you won't have to worry about that. Our technology has delivered countless successful live broadcasts so you can trust us to deliver on events such as sports, cultural events and state occasions.

**Wealth of experience.** For over the last 60 years we've been helping broadcasters share live experiences for millions. Each week we're at the heart of getting live content into homes around the world. In fact, each week we help bring HQ footage of Premiership football matches to around 200 million fans. Whenever and wherever you need outside broadcast, we're here to help.



# Benefits for you



**Extensive reach.** BT enables you to link to your studio to the BT Global Media Network, meaning you can reach viewers around the world.

**Cost effective.** There's no need for investment in equipment as we handle all the equipment and circuits you need for a fixed cost.

**High quality and reliability.** Broadcasters want guaranteed high-definition pictures and with BT TVOB that's exactly what they'll get.

**Massive broadcast capacity.** Up to 16 video services can be delivered simultaneously from one truck - that's a lot more than the most powerful satellite truck. And to top it off - ours come with a higher quality.

**Dedicated support.** Manned support will be provided at site and from our dedicated control room at the BT Tower throughout the duration of your live broadcast.

The information in this publication was correct at the time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

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