



Live UHD Sport

BT delivers full 4K UHD production solution to Star India for ICC Cricket World Cup

BT Media & Broadcast has been chosen by Star India to provide the complete 4K UHD Production and Transmission solution to their Direct to Home (DTH) playout affiliates in India for the 2015 ICC Cricket World Cup being held in Australia.

The Star India network will revolutionise sports broadcasting in the country as it broadcasts seven select matches, including India's opening match against arch-rivals Pakistan, in the ground-breaking format. This will be the world's first broadcast of live cricket in 4K UHD.

Star India COO Sanjay Gupta said, "We will introduce many firsts and innovations in sports broadcasting to take the great game of cricket to the next level and provide an unprecedented viewing experience to the millions of cricket fans in India."

4K Production and Outside Broadcast

BT's partner, NEP Australia, is filming and producing all seven of the live-to-air UHD matches (India's four pool matches plus three finals) from the Sydney, Perth, Melbourne and Adelaide venues. NEP have provided nine 4K cameras with optimal lens sizes determined by the camera position. Each game includes UHD graphics, 4K replays, Dolby 5.1 and up-converted specialised HD camera shots.

Another partner, Sydney Teleport Services is providing the TV outside broadcast back-haul and encoding of UHD visions from each cricket venue in Australia, to their Teleport in Sydney which is connected to the BT Global Media Network (GMN).

Global Transmission and Vision Monitoring

Ericsson's 4K UHD compression equipment encodes live video at all the cricket venues for onward transmission. Once on the GMN, we take the feeds as fully resilient 1+1 services to three affiliate DTH sites in New Delhi, Star HQ in Mumbai and BT Tower in London. Each site has seamless IP protection switching and dual decoders to ensure full resilience and no dropped frames in the transmission to the sites.

BT's International Media Centre (IMC) at BT Tower in London proactively monitors all global network transmissions using Nevion monitoring equipment. In addition they have remote UHD vision monitoring capability and the quality of the pictures in India are proactively monitored by the Outside Broadcast MCR also at BT Tower.

BT Media and Broadcast

- Industry specialists – BT Media & Broadcast is the specialist digital media and broadcast solutions arm of British Telecommunications plc.
- Dedicated network – Our core network is built exclusively for the transmission of live TV and very large media files. It is traffic engineered for extremely low latency and jitter, is dual resilient, and offers five nines availability with broadcast specific technologies employed at the core and edges.
- Proven UHD capabilities - BT has worked together with a number of suppliers on many UHD tests and demonstrations for clients including the first live international broadcast of a rugby match in UHD into the IBC show halls in September 2013.
- Our customers come from a broad cross section of the industry and face very different challenges. We take a consultative approach, helping you take advantage of developments in technology and services.

Media Portfolio

We offer a truly comprehensive portfolio of broadcast and media products, from distribution to digital workflow solutions. Bringing together unrivalled network and technology know-how with industry expertise, we've got what it takes to bring your vision to life.

www.mediaandbroadcast.bt.com