The whole picture
Seamlessly connecting your media world
Who we are

We’re one of the world’s leading providers of media services. From content acquisition to global connectivity and distribution, we’re your gateway to the global media market.

You might recognise us

Our iconic symbol and base of operations, BT Tower, is located at the heart of the media community in London. It’s from there, more than 60 years ago, that we worked on the first international TV broadcasts, established our media gateway and became one of the key global switching centres for TV transmission.

Back then we aimed to provide global business-to-business media solutions. And we still do. We move up to 16,000 hours of content a day through the tower, serving more than 500 media production and distribution customers around the world.

At the heart of the global media market

We’ve worked with some of the biggest names in the industry and have been their proven, reliable and trusted partner for many years.

Our global reach and relationships connect your media world.

You might know us for:

- International TV channel distribution - NBC Universal, BBC World Service, Star TV, CNBC, Intelsat, Zee TV, and more
- UK sport transmissions - Premier League, European Champions League, Wimbledon, Olympic Games and Ryder Cup
- Madley Satellite Earth station – one of the largest earth stations in the world
- The first live international 4K TV transmission: A rugby match from the UK to Amsterdam
What we do

Where do we begin?
From the very start – literally. We connect solutions across the media value chain, helping customers at every single stage – from content creation to consumption.

Our portfolio
Our flexible services are designed specifically for your industry. So whatever your role in the media value chain, you have the tools and expertise you need to make the most of your content.

High quality, reliable content acquisition
- TV Outside Broadcast (fibre, satellite, microwave, RF)
- Satellite downlink and fibre-based contribution
- Occasional use data (venue-based)
- Internet-based contribution

Flexible, scalable production and post-production services
- Secure, high capacity network
- Cloud-based workflows
- File delivery
- Remote location connectivity

Distribution to any device, platform and geography
- Network engineered for live video
- Streaming platform
- Cloud and hosted solutions
- Software-based playout

Tools to boost audience interaction
- Televoting
- Subscriber data from streaming events
- Text voting
- Premium numbers for information and competitions
How we do it

Taking content glass to glass
From creating the content, to broadcasting of any device, we're here to help you through every stage of the media chain.

Acquisition
- Outside Broadcast services (fibre, satellite, microwave, RF)
- Occasional use data (venue-based)

Production and Post
- Collaboration networking

Distribution
- Satellite up/downlink
- Multi-platform consumption
- Cloud-based playout

Audience Interaction
- Subscriber data from streaming events
- Premium numbers for information and competitions
- Text voting
- Vote aggregation and winner selection

Global Media Network and Switches
- Broadcast processing (encoding and multiplexing)
- Global headends
- Global earth stations
- Internet-based contribution
- Cloud and hosted solutions
- File transfer and delivery

Internet-based contribution
- On-net content servers
- Storage

Streaming platforms
- Cloud-based playout

Global Media Network and Switches
- Satellite downlink and fibre-based contribution
- Internet-based contribution

Collaboration networking
- Internet
We’re global
From Bollywood to Hollywood, we deliver high-quality video content where you want it. The global market is waiting for you - let us help you grow your audience.
Why us?

Trusted by industry leaders
We’ve helped hundreds of content organisations across the world bring their vision to life.
• We deliver 3,500 headline live events each year
• We operate the network behind the UK’s terrestrial and freeview TV channels
• We link the global production community
• We manage international content distribution

Going global
From popular television in Europe and America to sports or international live transmissions – you’ll find us at the centre of it. We also have a network built exclusively for the transmission of live TV and transferring very large media files. So if you’re looking to tap into the global market, we’re here to help.

Part of the family
We connect the members of the global media industry wherever they need to be in the world. They’re part of our purpose-built, on-net, global community enabling seamless and efficient media trading and transmission between content owners.

When you work closely with us, you’ll be partnering with a real contender in the media market. We can bring your visions to life.

Content rules. With ultra-high definition, stunning high dynamic range, more angles, across more events, on more platforms, content is king. And you need to reach audiences at all times, wherever they are. We can help you do more with your content.

A heritage of service excellence
Media and broadcast organisations have relied on our network and services for more than 60 years. As well as working with major brands across the world, we have a track record of innovation and have been responsible for a number of firsts:

- 1996: Launched the world’s first international live HD transmission
- 2006: Launched the world’s first MPLS-IP based global broadcast network
- 2010: Launched the world’s first international live 3D transmission
- 2013: Managed the world’s first live international broadcast of rugby in 4K
- 2015: Organised the end-to-end management of world’s first direct-to-home broadcast of live cricket in 4K
- 2017: Contribution of UHD English Premier League Football using TICO compression
The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc’s respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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Registered office: 81 Newgate Street, London EC1A 7AJ.
Registered in England No. 1800000.

June 2018