



MEDIA AND BROADCAST

Spotlight

March 2024 edition – Issue 10





It's been an exciting start to the year for us, bringing the British Forces Broadcasting Service (BFBS) onto our virtualised encoding and multiplexing platform, enabling them to deliver their content for UK armed forces serving overseas and at sea. And this is all part of our continued journey with Vena.

Later this year, we'll complete full migration of all our customers from our UK Media Network to Vena, and with our Cloud Media Connect solution we have a quick, secure way of sending live content to and from our FacilityLine switch and the cloud. We're fully focused on supporting our customers through this period of digital transformation.

Every day it's a privilege to work with some of the biggest media brands and the brightest talents in our industry to collectively face the challenges presented to us as an industry. Our recent business summit demonstrated the power of coming together, to share knowledge and build connections for the benefit of all.

2024 has been billed as **the** year for live events and it's already been a busy start with the usual calendar of matches and tournaments. And now all eyes are starting to turn towards big showpiece



events like the Summer Olympics in Paris, and the men's UEFA European Championships in Germany. It's also a heightened time for newsgathering as well, with the build-up to general elections in the US and, at some point, here in the UK too. We're looking forward to playing our part in making these events a high-quality experience for the millions of viewers who'll be tuning in.

In the meantime, for those who celebrate Easter, I hope you can enjoy some time with family and friends during the holiday period. Here's to a successful year ahead.

Faisal Mahomed
Director, UK Portfolio Businesses

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What our latest strategic alliance means for you

In case you missed it: Recently, we entered into a new strategic alliance with Telstra Broadcast Services (TBS). This five-year deal sees us combining our resources, including network infrastructure, and both our global and local expertise.

“We’re excited about this collaboration and the opportunity to bring our customers greater content, reach and visibility by utilising the strength of both BT M&B’s and TBS’ world-class content delivery networks,” said our Director, Faisal Mahomed.

[Read the TVB Europe report to learn more about this deal ›](#)

BT Tower to take on new purpose

BT Group has agreed to sell the BT Tower to MCR Hotels. The deal, worth £275 million, will see the global hospitality chain eventually transform the tower into an iconic hotel, preserving the building for future generations.

The BT Tower has long been an important site for us, as one of the key global interchange points for live television. As part of our long-term strategy, we've already been migrating services onto our intelligent, cloud-based media

platform, Vena. This gives customers all the flexibility of the cloud with the reliability of a dedicated broadcast network.

It will also allow a more straightforward move to more modern and efficient premises – and will enable BT Media and Broadcast to continue to sit at the heart of UK and global media distribution.

[Find out more about the BT Tower sale ›](#)





Explore the evolution from UKMN to Vena

Vena, our intelligent broadcast platform, has been continually evolving ever since it launched in 2021. And, as we prepare to say goodbye to the UK Media Network (UKMN) on 30 November, Vena is set to play an even more critical role in the future of our industry.

Vena's capabilities are continuing to grow, with the introduction of H.264 and H.265 connectivity options, coupled with IP or BNC Handoff features. This latest enhancement provides greater flexibility and compatibility, as it enables Vena to seamlessly integrate with a broader range of systems and devices. The addition of IP and BNC handoff also allows for more efficient data transfers, enabling a smoother workflow and greater convenience in managing video streams.

What's more, you can now also experience enhanced video quality with reduced bandwidth requirements thanks to H.264 and H.265 codecs. These updates give you a more versatile and robust platform, so you can continue to create the best media experiences globally.

In our blog post 'Delivering exceptional broadcasts through our intelligent media platform', we dive into what Vena can do and why it's so important to what you do. We explore everything from service diversity and network performance to automation and orchestration.

If you've yet to make the move to Vena, make sure to [read this blog](#) ›

Staying ahead of the game

What does Vena mean for TV Outside Broadcast (TVOB), and how does it benefit you? In the second part of a new series of blog posts, we set out to answer these questions – with the help of [Benjamin Webster](#), our Product Manager for Occasional Use Services.

We have a long history of delivering live, on-location content, but the introduction of Vena has ushered in a whole new digital era. With it, we can intelligently connect media chains while benefitting from the flexibility of the cloud.

As Benjamin explains,

“The Vena platform has been built to meet the evolving needs of the media industry, and in turn, allows our Outside Broadcast services to leverage the intelligence and flexibility of Vena.”

[Hear more from Benjamin on LinkedIn ›](#)

Our new capabilities in TVOB

Demand for live content remains high, so we’re constantly looking for new ways to improve our TVOB solutions – through ongoing innovation, streamlining our portfolio and combining new technologies to create new workflows.

In another informative interview, Benjamin Webster delves into:

- What’s new with TVOB.
- How these changes benefit you.
- Our latest collaborations with [LiveU](#) and InSync.
- Why we’re the ideal partner for your TVOB plans.

Want to know more?

[Read about our new TVOB capabilities now ›](#)



Delivering broadcast content via the cloud to UK armed forces serving abroad

Serving overseas military personnel and their families, The British Forces Broadcasting Service (BFBS) delivers a variety of TV and radio content via satellite. Now that same content is set to be encoded and multiplexed using our virtualised platform.

“BFBS is already a trusted and reliable source of media for the military,” says Ben Chapman,

CEO of BFBS, “and this partnership with BT strengthens the technology behind the distribution of our TV, radio, and data services.”

BFBS will also be using Vena for content contribution and distribution. Plus, we’re providing uplink services to three of the satellites BFBS uses.

[Learn more about this collaboration ›](#)



Bring the industry's hottest topics into focus

Check out our new podcast series, **Broadcast Interrupted**, and meet some of our key people. Over the course of the series, we'll examine the challenges facing the industry and provide an outlook on 2024. You'll also learn more about our people and what makes them tick.

In the first episode, we sit down with **John Ellerton**, our Head of Media Futures and Chair of SMPTE, to discuss the issue of economic uncertainty. With economic conditions putting pressure on businesses, how can you keep your costs down while still delivering the best media experiences possible?



Watch the first episode of Broadcast Interrupted ›





Securing the future of sports broadcasting

A busy year of live sports broadcasts lies ahead. As well as annual competitions like the Champions League and Grand Slam tennis tournaments, this year will welcome the return of the UEFA European Football Championship and the Summer Olympics.

And audiences want to see more of it. They want every second of the action to be at their fingertips, whether they're watching on their TV at home or on their phone anywhere.

John Ellerton recently spoke to SVG Europe, to explore the potential of this growing opportunity – and the challenges it creates. Delivering more content, across more channels is no mean feat, so it's crucial to use the right technology and strategy.

[Read John's article now ›](#)

Meet our latest apprentices

Following this year's National Apprenticeship Week (5-11 February), let's shine a light on some of our freshest recruits – all part of our Chartered Management Degree Apprenticeship programme.



Reece Lenthall



Thomas Lowe



Huseyin Akgul

Continuing to grow

Many of our apprentices not only go on to full-time roles in our team but also continue their education and professional development. Thomas Wardlaw, a Commercial Professional in our product team, is a great example of this.



"I joined BT in 2018 on the Business Management Degree Apprenticeship scheme," Thomas explained. "I've since gained a wealth of experience, ranging from digital product management to business finance and customer service management. And I've acquired vital transferable skills I now use daily in my current full-time position at BT Media and Broadcast."

"While studying key theories at the University of Kent, I was able to then test and implement them within the workplace. Supportive line managers and mentors have also been central to my progress and development."

"I'm excited to be continuing my learning at the University of Exeter, with BT again letting me combine education with my full-time role. This will enable me to study towards a postgraduate diploma in Strategic Management and Leadership, as well as an MBA."

"This will also allow me to progress and improve within my current role – as well as supporting my development as a line manager."

Championing female representation

We're committed to creating a workplace where everyone can thrive and excel. In light of the recent International Women's Day, let's celebrate the incredible women in our team.



With women comprising 38% of our business team, their impact is felt across various functions, including technical consultancy, product development, sales and marketing. Their diverse perspectives and expertise enrich every aspect of our work. In our networks team, women hold key roles in engineering, operations, design, and delivery, demonstrating how they can shape the future of media and broadcasting.

To all allies for women and diverse talent, keep advocating for equality and we'll look forward to more progress we can celebrate next year!



Paving the way to the future together

Thanks to everyone who joined us at our recent business summit. This exclusive event was an excellent chance to come together and discuss the opportunities and challenges we all face. The media industry is at a critical point, so it's vital that we work together to find effective solutions.

We discussed a wide range of topics, including:

- Why linear TV still has a role to play in the future of your business.
- The infrastructure needed to support growing demands for streaming content.

- How to deliver more and more live content, effectively and affordably.
- What the industry needs to do to attract more talent.

Thanks also to our sponsors, Appear and Ateme for helping to make this event possible.

In the next few weeks, we'll be sharing key findings from the day via a series of blog posts. Keep an eye out for them.

[Follow us on LinkedIn for the latest updates ›](#)

You're helping us help you

Another big thank you – this time to everyone who completed our recent customer satisfaction survey. Your feedback helps us understand your needs better, so we can invest the right resources into developing the right solutions for you. If you have any further questions or suggestions, please speak to your account manager.

Let's talk

If you're interested in any of the technologies or services mentioned in this newsletter, please let us know. Get in touch with your account manager or use the [contact form](#) on our website



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Offices Worldwide

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