



MEDIA AND BROADCAST

Find out what's
new in the
industry and
what we've
been up to

Read our latest newsletter

April 2023 edition – Issue 8





Hello.

“Each year brings new innovations, new partners and new customers for Media and Broadcast – and 2023 is no different.

“A few weeks ago, the industry came to the new BT HQ at One Braham in London for our media technology customer showcase. Recently launched solutions, such as baseband encoding and multiplexing to 5G broadcasting, were on show to everyone who joined us.

“It’s also that time of year when we complete our Deep Insights survey. This is really important for us, because we get to hear directly about the challenges and opportunities you’re facing in the industry, as we seek to continually evolve and bring you the best experiences and innovation. Thank you to everyone that took the time to participate.

“As you scroll through this newsletter, you can learn more about what we’ve been up to.

“We look forward to seeing you all again soon.”

Faisal Mahomed

Director of BT Media and Broadcast and UK Portfolio Businesses

In this issue:

Vena in action:
transformation of ITV
and Channel 4’s digital
terrestrial Freeview
channels to cloud-based
processing 3

International Women’s
Day: Spotlight on Klaudia
Wrona 4

Plotting the future of
production with IBC
Accelerator 4

Catch up with our latest
research 5

Meet the team 5

Stepping into the future
of broadcasting 6

Case study spotlight:
Delivering VAR
technology for QTV 7

In case you missed it... 7

Vena in action: transformation of ITV and Channel 4's digital terrestrial Freeview channels to cloud-based processing

We're thrilled to be part of what's being dubbed 'the future of broadcasting'. In partnership with Digital 3&4, we recently announced the coding and multiplexing of all ITV and Channel 4 terrestrial Freeview channels in the cloud for the very first time at such a huge scale.

The project, which includes coding and multiplexing of 322 channels across 28 UK regions, was made possible through our smart broadcast network, Vena. This network enables broadcasters to benefit from applications that sit on top of a high-grade software-defined media network.

The scale of the project is immense, with six play-out sites and two dedicated, resilient, datacentres, based in London and Herefordshire. In the datacentres, there are more than 100 separate multiplexes generated, and more than 1,000 video encodes taking place. Using the software-based coding and multiplexing technology in our private cloud, broadcasters can take data from media sources across the country, syncing them together for distribution of a variety of shows at the same time to homes around the UK.

This landmark innovation works to make both coding and multiplexing more efficient, allowing more channels to be added to the system. Built in response to the rise in online streaming, as terrestrial television moves to keep pace with online streaming services, it modernises the distribution system. The project will save costs and energy, making the solution far more sustainable and efficient compared to legacy hardware systems.

You can hear more about this major development from our speaker panel by registering for the [Media Production and Technology Show](#).

This is the future of broadcasting. Want to find out more? [Watch our case study video](#).



Celebrating the launch of Digital 3&4 Coding and Multiplex

International Women's Day: Spotlight on Klaudia Wrona



Right across STEM industries, gender bias restricts the representation of women. As part of International Women's Day, BT Media and Broadcast account manager Klaudia Wrona spoke to us about her experiences of working in this sector and how she's focused on driving change.

She also discussed the role of innovation and technology in advancing equality goals.

[Check out the blog now](#)

Plotting the future of production with IBC Accelerator

IBC recently announced the winner of its Accelerator Project of the Year Award – and we're proud to have been part of the winning team. We worked alongside partners from right across the industry, including Neutral Wireless, the BBC, AMD and Vislink.

The project, '5G Remote Production... in the middle of nowhere', showed just

how portable and flexible a private 5G 'network in a box' can be for live broadcast production – even in remote locations in places like Kenya, New Zealand, Southern Ireland and the Scottish Highlands.

This is a significant step forwards in making 5G private networks available to all broadcasters.

[Learn more about this project.](#)



Catch up with our latest research

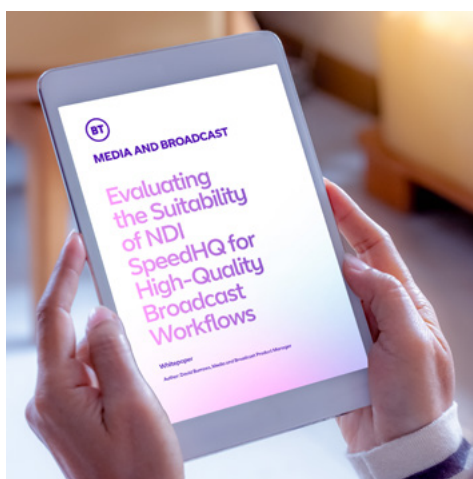
The broadcasting industry is always moving and improving – and we want to make sure you're ready for whatever comes next. Our research and whitepapers are the result.



Transforming live video with multicast ABR

As the broadcast industry heads towards an all internet-delivered future, there's a looming problem. When millions of people all watch the same thing, networks can fill up to bursting point. But there is a potential solution: multicast ABR. In our new whitepaper, we explore this exciting subject in detail.

To find out more, [check it out](#)



Is NDI SpeedHQ ready for the big time?

In this whitepaper, SpeedHQ goes head-to-head with JPEG XS and JPEG 2000. Used within the NDI protocol, SpeedHQ is a cost-effective solution for IP video transport, but how does it compete? Does it strike the right balance between quality and stream size?

That's what our researchers set out to discover. [Read the results of their tests](#) to learn more.

Meet the team

Andy Cathie,
Technical
Consultant at
BT Media and
Broadcast



“I joined BT Media and Broadcast in August 2022, and straight away it felt like I had been here for years! The team gave me such a warm welcome, along with the support and guidance needed to get me up to speed as quickly as possible. It was fantastic to be able to work so closely with our customers within a short space of time and be a part of the excellent service M&B is renowned for providing.

“A particular highlight for me since joining is working closely with ITV from the get-go. Within a couple of months, we'd secured the contracts for service migrations into Broadcast Centre and Media City. Providing detailed designs, solutions and supporting the contracts team was a real proud moment.”

Stepping into the future of broadcasting

On 9 March, we held a special media and broadcasting technology showcase at our London headquarters. It was a chance to see our newest innovations up close and learn how they're pushing boundaries and improving viewing experiences.

Demos from the event included:

- Software-based coding and mux
- Vena, our smart broadcast network
- Virtual Media Connect
- OneWeb satellite services
- 5G private networks
- Virtual advertising
- Interact, for audience engagement

Visitors also took a tour of our Future Zone to see some of the cutting-edge technology coming out of our research centre at [Adastral Park](#). Everything from 5G-enabled robots in manufacturing to smart cities and pioneering healthcare solutions.

If you weren't able to make it, we've got you covered. [Watch the highlights reel](#) and see how the day unfolded.



**Join us at our
next event**

If you want to be involved in our future events, drop us a line and let us know.
[Register interest](#) >

Case study spotlight: Delivering VAR technology for QTV

QTV, one of Scotland's most prominent sports production and broadcast companies, was tasked with providing video assistant referee (VAR) technology for top-flight Scottish football matches – keeping pace with European leagues.

To achieve this goal, the company needed to deliver additional connectivity and equipment while managing costs.

Luckily, we've been working with QTV to provide the connectivity for Scottish Premiership broadcasts for some time now. So when it came to addressing this challenge, we knew exactly how to complete the project, on schedule and on budget.

But don't just take our word for it. [Read our case study](#) to find out more.



In case you missed it...

In his latest blog post, John Ellerton, our Head of Futures, walks through the media industry's latest insights and key takeaways following last year's conference season.

From IBC in Amsterdam and the SMPTE Summit in Los Angeles, to the DPP Leaders' Briefing in London, John explores exciting developments and new perspectives.

Check out [John's post](#), and learn more about cloud, 5G, IP-based video, Vena and why media will always be a people-first business.



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.



MEDIA AND BROADCAST

Offices Worldwide

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