



MEDIA AND BROADCAST

What's new and what's coming to the industry?

Find out in our latest newsletter

October 2023 edition – Issue 9



Hello.



Once again, we're in an exciting moment in the media and broadcasting industry, and that was very much on display at IBC 2023. New technology is changing how content is captured and distributed, and broadcasters and producers are dealing with more sources than ever, including footage from roaming cameras, drones and mobile phones.

This exciting evolution is also creating much complexity. Getting all this disparate content into one place and managing it is a massive technical challenge. Plus you need to keep control of costs and deliver content in a sustainable way.

Our intelligent media platform Vena continues to evolve to meet such challenges, providing an end-to-end supply chain for broadcasters and content producers. At IBC, this pioneering platform played a central role in our demo of wireless IP and low-Earth orbit satellite technology – for which we picked up a 'Best of Show' award.

More recently, we delivered the Yoshiki Classical World Tour concert at the Royal Albert Hall, and once more, cutting-edge technology played a

key role. Alongside satellite, LiveU and standards conversion using InSync technology, we put our recently launched Cloud Media Connect (CMC) service to good use. This solution combines our customers' FacilityLines at BT Tower and connects them directly to their AWS workflows.

Of course, technology is only one part of the puzzle. Like all industries, we're powered by our people, so it's vital we're supporting the industry to attract diverse talent. I'm pleased we were able to host the Rise Women in Broadcast flashmob at IBC and have taken on more apprentices.

As we collectively get ready to take another step forward, we look forward to continuing to work with you along this journey.

Faisal Mahomed

Director of BT Media and Broadcast and UK Portfolio Businesses

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Discover a new way to enhance TVOB with 5G

Get all the advantages of 5G non-public networks anywhere with our new 5G RRV solution. Offering a dedicated network on an RRV truck, it gives you fast, reliable and uncontended 5G connectivity – ideal for outside broadcasts and particularly large-scale non-stadium events.

Key benefits:

Converged wireless technology: Break free from traditional cable cameras and infrastructure, with wireless cameras, talkback and two-way links over a dedicated IP path.

Enhance your remote production: Connect directly to your remote operations centre, with limited production presence on site. And with our purpose-built 5G vehicle, you can capture live content in difficult terrain and over large areas.

Increased efficiencies: Significantly reduce resource costs, configuration and rig times – making it much easier to deploy wireless connectivity for large-scale productions

Want to know more? Check out our [5G RRV webpage](#).



Raising the ceiling with Coding & Mux

Our new Coding & Mux solution is now available. Created with [Ateme](#), it's the industry's first virtualised encoding and multiplexing solution. It offers top-end picture quality at up to 14 channels per mux and has already proven successful in its first ever deployment by D3&4.

Key benefits of Coding & Mux:

- Reduced upfront costs because less hardware is needed.
- High revenue thanks to more channels per mux, with no impact on picture quality.
- Fewer hardware issues and costs, because we roll out the updates.
- Greater flexibility to tailor the service and streamline inventory to business needs.

Visit our [Coding & Mux webpage](#) to learn more.



Innovation and discussion at IBC 2023

Whatever your goals and challenges are, we have cutting-edge broadcast solutions that can help. At IBC 2023, we gave attendees the chance to see them in a real-world setting with live demos throughout the event.

On show at IBC 2023

TV outside broadcast: Guests got to see inside one of our UHD-capable satellite trucks and speak to our engineers.

Wireless IP and low-Earth orbit satellite: We were pleased to be named 'Best in Show' for our demonstration of this pioneering solution for live production.

Cloud Media Connect: It's now possible for users to take their content into the cloud with AWS Direct Connect, as we showed with this demo.

Vena: The power of our transformative intelligent media platform was on display for all to see.

Coding & Mux: Our specialists showed the benefits of our new virtualised encoding and multiplexing service, and how it delivers market-leading scalability, efficiency and picture quality.

Interact: To demonstrate our digital engagement tool, we invited attendees to take part in a live vote, with the chance to win a prize.

Our specialists were also on hand for private meetings, while our networking sessions were an opportunity to kick back with a well-deserved drink and make new connections.

Check out our [IBC 2023 webpage](#) to learn more.



Explore the future of live production

Our wireless IP and low-Earth orbit satellite demo at IBC 2023 was a huge success. Working with BBC R&D, Neutral Wireless and Zixi, we sent images using wireless IP and low-Earth orbit satellite technology, via our London internet gateway and smart Vena network – and then back to our stand at IBC.

This solution does away with a lot of the cabling and complexity usually associated with live production. That brings greater efficiency and value to your broadcasts.

You can learn more about wireless IP and low-Earth orbit satellite in our latest whitepaper, including:

- What it's all about
- What the workflow looks like
- How it all works
- Why we use two satellites in our solution

[Read the whitepaper now](#)



Get your content where it's needed, fast, with Cloud Media Connect

You can now get seamless, secure transport of your live media to and from Amazon Web Services, thanks to our new Cloud Media Connect (CMC) solution. Using your Next Generation FacilityLine, it offers a simple, secure way of sending live content, bringing together your on-premises and cloud workflows.

- **A fully managed service:** We give you comprehensive, 24/7, end-to-end monitoring of content, from ground to cloud.
- **Seamless connection:** Connect your on-premises and cloud workflows, so you can move between them easily and efficiently.
- **Flexible content movement:** Get a direct connection to AWS on an ad hoc, per-hour basis, giving you amazing flexibility.



Want to see CMC in action? [Watch the replay](#) of our IBC demo.

Partnership pays off for our customers

What does working with us mean to businesses like yours? Watch our latest customer testimonies and find out.



Ryan Lambert, Director of Technology at BFBS, explains why reliability is key.



Watch now



Gareth Gordan, Chief Technology Office at QTV, discusses the importance of partnership.



Watch now

Bradley Ayisi

Intern

Bradley is a second-year chemical engineering student, who joined us for a 10-week summer internship. During his time here, he was given a variety of opportunities to further his development, including working extensively with software like Productboard and Jira. He also got to spend time with leading experts, including our Head of Futures, John Ellerton, and Bas Burger, CEO of BT Business.

“The internship provided me with unparalleled access to the corporate environment at a stage in my career where gaining such exposure is often a challenge,” Bradley says. “It broke the classic conundrum of needing experience to secure a job but struggling to gain experience without a job.”

Facilitated by the 10,000 Black Interns organisation, Bradley’s internship has also demonstrated the importance of initiatives that can help undiscovered talent break into the industry. We’re looking forward to seeing what the next stage of Bradley’s journey will be.

[Read our latest blog post to find out more.](#)



Hollie Keen

Product Manager, TVOB

“I’m thrilled to have completed my apprenticeship at Media and Broadcast, graduating with a degree in Digital & Technology Solutions. I’ve spent the past few years in every team here, as well as getting out and about and meeting people from the industry.

“Throughout my apprenticeship, I’ve had the privilege of gaining hands-on experience while studying. This combination has allowed me to develop practical skills that are directly applicable to my job. Working alongside industry experts has been a tremendous opportunity for professional growth.

“The opportunities I’ve been given here include managing the UK’s first 5G trial at Saracens and the build of our stand at IBC. I’ve also had three Women in Tech & Rising Star Award Nominations, and gained the confidence to speak at a SMPTE event.

“Now that I’ve finished the scheme, I’m passionate about continuing to learn. I’m happy to also be part of the product team, working on our Occasional Use Portfolio, where I’ll be focusing on outside broadcast and 5G.”



FacilityLine Plus is closing soon

On 30 November, Openreach is set to discontinue the BTBA circuits that our FacilityLine Plus service is built on. That means there's less than a month left for you to move to our Next Generation FacilityLine solution.

We'll be running both services in parallel, so the transition will be smooth with no downtime. You'll need extra rack space at your site for this.

Next Generation FacilityLine offers a host of added benefits. Based on New Media Edge equipment, it gives you up to four bi-directional channels, options for 3G and a fully managed service by default.

Please speak to your account manager or [contact us](#) if you have any questions.



Our latest social media posts

In case you missed it, here's what we've been talking about on LinkedIn.

Showcasing our latest broadcasting solutions,
available to you right now >

Networking with other industry players at IBC 2023 >

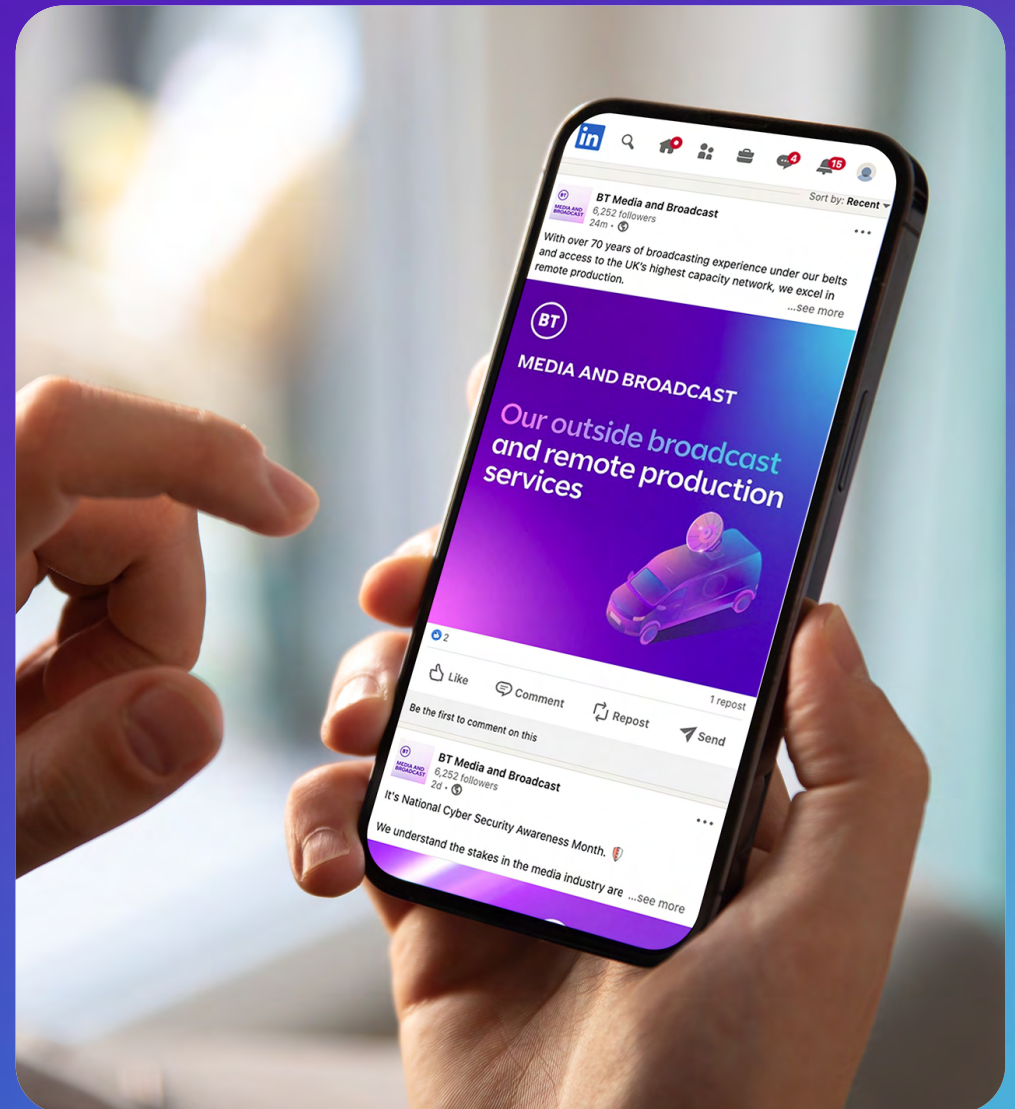
Demonstrating the power of wireless IP and
LEO satellites >

Helping to organise a flashmob outside IBC >

Getting ready for the next stage of the
Champions League >

Giving young people hands-on experience of
TV production as part of Rise Up Academy's
Summer School 2023 >

Check out our [LinkedIn feed](#) to see more – and remember
to give us a follow.



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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