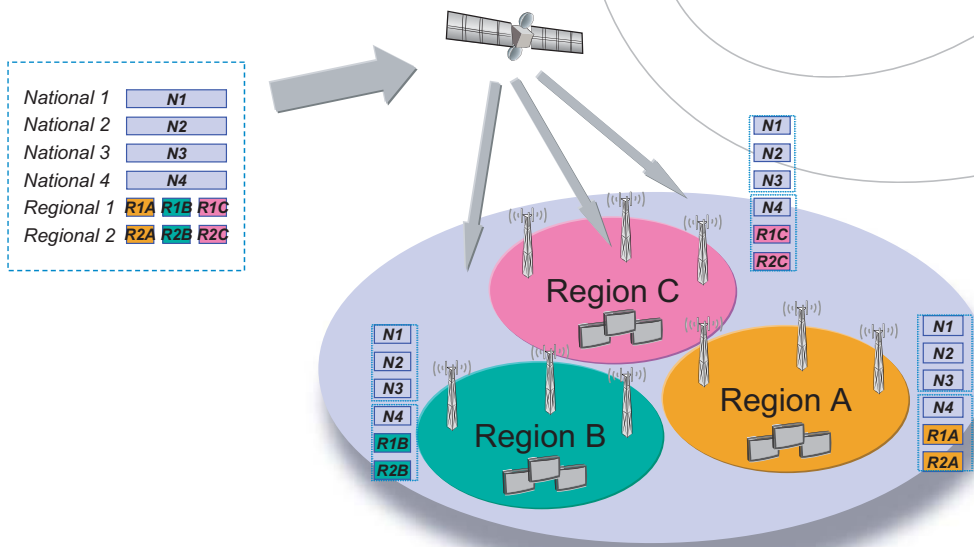


Flexible Distribution for DVB-T

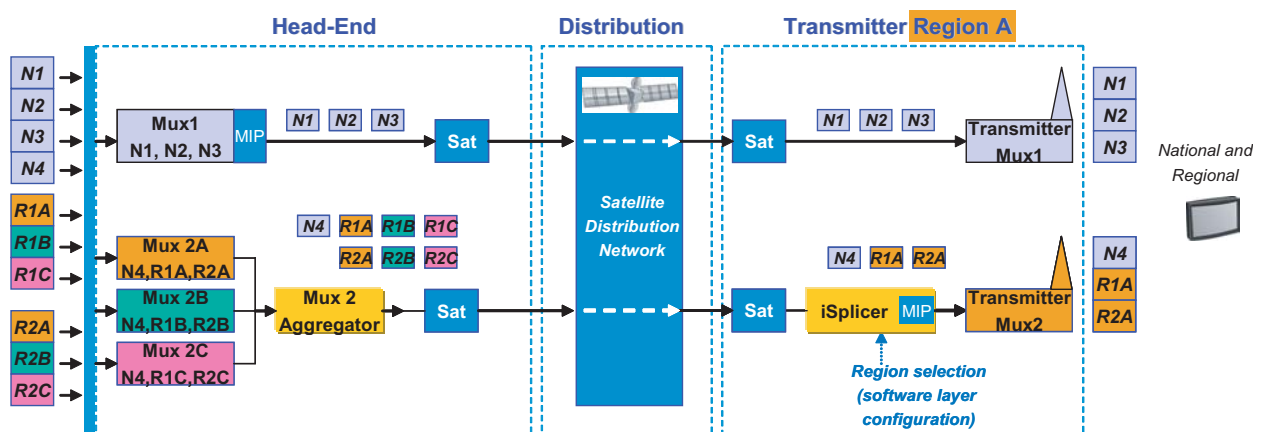
Local TV content and advertising



DESCRIPTION

DVB-T is the leading global standard for delivery of terrestrial digital television. It can deliver standard and high definition quality TV over UHF channels. The Flexible Distribution system for DVB-T is designed to deliver local TV content in SFN (Single Frequency) and MFN (Multi-Frequency) digital television networks.

The solution enables broadcasters to transmit local channels, comply with authority requirements for regional insertion, and increase advertising revenues with geographically targets spots, while keeping the overall network operating costs perfectly optimized.



Flexible Distribution for DVB-T

KEY BENEFITS

- > Enable local TV channels and advertising in DVB-T
- > Up to 90% reduction of satellite and IP distribution costs
- > Compliant with standard SFN and MFN networks

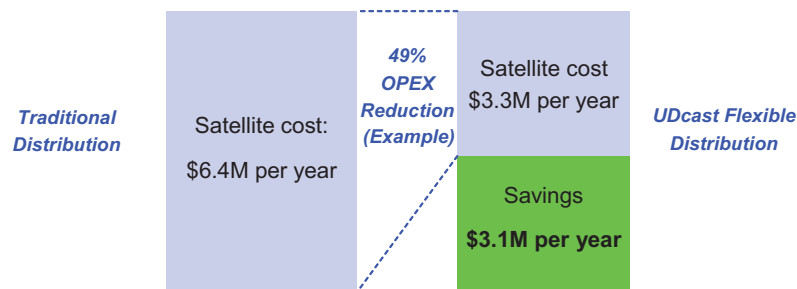
BUSINESS CASE EXAMPLE

Assumption for the broadcaster:

- > Content : 17 national channels, 3 regional channels
- > Capacity: 5 UHF frequencies, carrying 4 TV channels each
- > Number of local regions: 10
- > Distribution of national and regional channels in the multiplexes:

Mux1	N1	N2	N3	N4
Mux2	N5	N6	N7	N8
Mux3	N9	N10	N11	N12
Mux4	N13	N14	N15	R1
Mux5	N16	N17	R2	R3

In the traditional distribution model, all the content need to be prepared for broadcasting at the head-end. All the national channels in the regionalized multiples (Mux4 and Mux 5) need to be re-distributed separately to each region over the satellite link (10 times in this example). The Flexible Distribution for DVB-T solution enables optimum usage of the distribution network - each national channel is distributed only once.



In the above example, the reduced usage of the distribution network brings over 3 millions euros of OPEX saving every year (adding up to over 15 millions during the period of 5 years). Additionally the broadcaster can increase its service revenue with innovative targeted advertising offers, knowing that the advertising revenues are the main source of financing for private broadcasters and TV stations.

The level of savings can vary depending on the number of local channels and their respective distribution across the multiplexes. Depending on the architecture the Flexible Distribution can reduce the cost by up to 90%, ensuring almost immediate return on investment.

KEY FEATURES

DVB-T features

- PID selection and filtering
- PCR re-stamping
- TS bit rate adaptation
- SI/PSI tables regeneration
- MIP insertion and SFN synchronization

Administration features

- In-band configuration interface (SNMP)
- Out-band configuration interface
- Central management
- Graphical and CLI administration interface for configuration
- High availability redundancy option

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