



Solution Sheet

IPSTAR Satellite News Gathering (SNG) Solution

Fast Delivery of Live Breaking News for the Broadcasting Industry

Traditional Outside Broadcasting (OB) trucks continue to play an important role in the broadcasting arena. But as the 24-hour news cycle demands for more live contents, small drive-away SNG units are becoming the must-have tool for news broadcasting. Currently, news organizations are shifting towards a new generation of SNG system that is IP-based, easy-to-use and complete – capable of delivering live news reports not only through video streaming, but also via Voice over Internet Protocol (VoIP), video conferencing or the Internet.

SNG with IPSTAR Backhaul

IPSTAR is designed to provide news broadcasters with immediate and cost-efficient satellite-based backhaul, especially for SNG, mobile IP applications, and disaster recovery and emergency communications.

In addition, it can enable broadcasters to integrate SNG operations into the production workflow. IPSTAR can extend a news organization's LAN network into the field, and can provide a reliable, always-on broadband communication infrastructure. Aside from SNG, IPSTAR is capable of providing backhaul for video broadcasting, VoIP and broadband Internet – with guaranteed speeds of 4 Mbps for download and 2 Mbps for upload.

With IPSTAR, the high deployment cost that was previously associated with news broadcasting has been solved, as there is a huge reduction in the operational cost and on the number of news personnel required to run the system. The use of SNG via IPSTAR satellite means that the once long and drawn out process in broadcasting live footages is now incredibly quick, and that field reporters can now deliver real-time news events as they happen.

Benefits

Simultaneous voice and broadband data

- * Deliver news reports either through VoIP, video conferencing or the Internet
- * Audio-visual file streaming can start in less than 10 minutes after setting up

Nationwide coverage

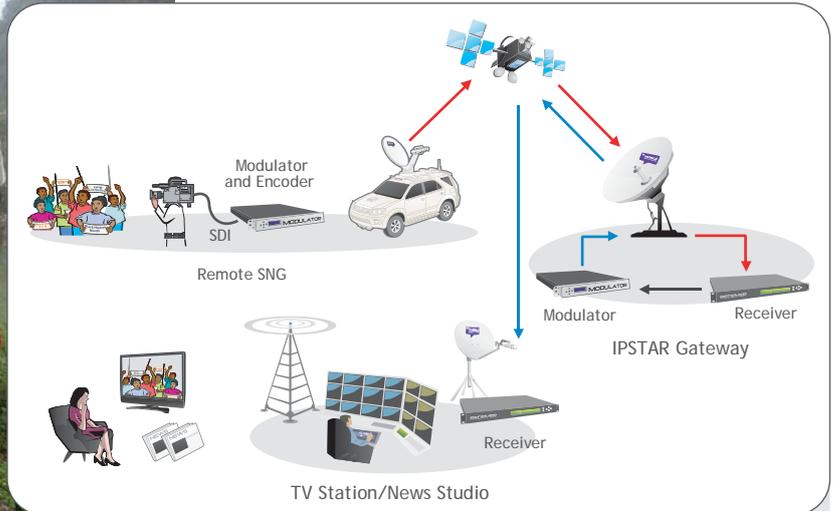
- * Broadcast live breaking news from anywhere in Asia-Pacific

Easy-to-use

- * Quick to set up and shut down
- * No technical expertise required

Reliable

- * Guaranteed bandwidth for news reporting
- * Can withstand harsh environments and extreme weather conditions



SNG with IPSTAR Backhaul Configuration

Easy-to-use and Fast Deployment

Previously, field reporters underwent a very slow process whenever they need to deliver live breaking news from OB trucks. Most of the time, they have to call a satellite technician to turn on the equipment and to fix the polarization line-ups before news reporters are allowed to broadcast.

The IPSTAR MVV is equipped with an automatic satellite acquisition and antenna pointing system, and can start broadcasting in less than 10 minutes after the system is deployed. News personnel also do not need to call for any satellite booking, to make rigid configurations, or to wait for a transponder to become available – they just need to turn the system on. In addition, the IPSTAR MVV can provide the platform for video conferencing, Internet and VoIP for delivering breaking news stories live on air or online from anywhere in Asia-Pacific.

	IPSTAR MVV	OB Truck Using C-Band
Platform Delivery	IP, MPEG4/Metered/H264	DVB
Multiple Live Locations	Yes	No
File Transfer, Store and Forward	Yes	No
Internet Access	Yes	No
Full Duplex	Yes	No
Instant-on Video Streaming	Yes	No
Satellite Transponder	Unlimited	Limited
Availability		
Always-on	Yes	No
VoIP	Yes	No
Small Dish	Yes	No

Case Study: IPSNG Uses IPSTAR Satellite

Balconi, the Australian telecom and engineering company who developed IPSNG, uses IPSTAR to offer news broadcasters with a cost-efficient and rapidly deployable SNG system. IPSNG is capable of providing a portable system for live video streaming – with guaranteed download rate of 4 Mbps and upload rate of 2 Mbps – as well as for VoIP, video broadcasting and broadband Internet. In addition, the IPSNG equipment with IPSTAR satellite dish can be in a fly-away setup, carried on a helicopter or checked in as a standard luggage on a commercial flight – enabling reporters to cover news on accidents, disasters or any important event as soon as they arrive at their destination.

With IPSTAR as backhaul, the portable IPSNG only requires AUD 40,000-80,000; while in contrast, an OB truck using VSAT C-band will cost news broadcasters from AUD 200,000 to AUD 500,000. This means that broadcasters can deploy almost half a dozen of IPSNG units in the field against a single, prohibitive OB truck – enabling faster news reporting in a cost-effective way.

Capital Expenditure: IPSNG vs. OB Truck Using VSAT C-band

	IPSNG via IPSTAR	OB Truck Using VSAT C-band
Capital Expenditure	40,000-80,000	200,000-500,000
Infrastructure Cost	0	over 100,000

* in Australian Dollar

About IPSTAR

IPSTAR is the world's largest and most advanced commercial satellite serving up to 10 million users in Asia-Pacific. The breadth of IPSTAR's geographical reach in the region – covering an area inhabited by 4 billion people or roughly 60 percent of the world's population – positions IPSTAR as the preferred gateway in 14 countries across Asia-Pacific. IPSTAR has achieved a critical milestone in its pursuit to bridge the digital divide in the region. With a combined 70,000 subscribers in Australia and New Zealand alone and still growing, IPSTAR has become the single largest VSAT network operator in both countries. Across the region, IPSTAR has sold nearly 200,000 user terminals.

For more information, visit www.ipstar.com.