



Challenges

- Content formatted to include strong MioTV branding, compelling promotions prior to each show and editing to ensure strict adherence to Singapore's standards and censorship guidelines within the time frame.

Solutions

- Workflows were organised with Disney, Fox and Warner Bros to ensure content acquisition issues, PAL conversion and other issues were resolved and TV shows could be delivered to SingTel within 12 hours after live telecast in US.
- The deployment of two high speed networks running directly into SingTel's network. The network was also able to encrypt the content dynamically and eliminate any network latency problems, despite the long distance.

Key benefits

- SingTel's MioTV became the leader in Singapore to provide top US series' 24 hours after live Telecast in US, and this contributed significantly to the subscriber growth for the 2nd year.
- Technicolor can now deliver the latest TV shows to regional broadcasters within 4 to 12 hours of their US premiere.
- Technicolor's network can be used to deliver high volumes of time sensitive content far quicker and more cost effectively than a satellite network.
- Technicolor established at the forefront of digital content delivery for on demand TV.

Meeting the demand for 'on demand' TV

People's expectations of TV content delivery are changing. No longer are viewers satisfied to fit their free time around the broadcaster's schedule or wait weeks, or even months, to see the best shows. The ease with which people can download programmes means that once a show has premiered in the US regional broadcasters are potentially losing viewers, and revenue, until they're able to show it themselves. Waiting half a year to see popular shows is no longer acceptable to a large segment of today's viewers now expecting to be able to access content on demand, when they want it.

This case study examines how Technicolor helped one regional TV broadcaster dramatically expand its service offering and subscription base by broadcasting TV shows within 12 hours of their US broadcast.



Getting the latest shows broadcast within such a tight timeframe has its challenges, and it was vital to find a partner that already understood the complexities involved", said SingTel's Director for Product Development & Video Operations Mr Patrick Tan SP. "We are delighted with Technicolor's expertise and delivery which enables us to go live on schedule; making good our promises to all our subscribers to our Season Pass subscription on mio TV.

Kevin Liow,
Singtel





From Technicolor's experience of supplying content to AT&T, SingTel could feel comfortable that we knew what needed to be done and were ahead of the curve in digital content delivery.



Customer background and challenge

With operations in over 20 countries, SingTel is Asia's leading communications group and Singapore's dominant mobile, broadband and fixed line operator. In 2007 SingTel became the 2nd Pay-TV operator in Singapore with the launch of MioTV - a next generation IPTV service offering TV shows and movies on demand that's bundled with its broadband and home line packages. To attract subscribers, SingTel wanted to be able to offer all the major TV shows the day after their premiere in the US.

While there were service providers in Singapore and Los Angeles, SingTel chose to partner with Technicolor because of its reputation and credibility as an industry leader in designing and deploying digital media solutions. As Technicolor's Roy Stewart explains, "From Technicolor's experience of supplying content to AT&T, SingTel could feel comfortable that we knew what needed to be done and were ahead of the curve in digital content delivery."

SingTel required Technicolor to source, package and supply both SD/HD time sensitive content within 12 hours and SD/HD non-time sensitive content. Technicolor would also need to format the content to include strong MioTV branding, compelling promotions at the beginning of each show and editing to ensure strict adherence to Singapore's standards and censorship guidelines.

Preparing the content for SingTel on time

Technicolor's first challenge was sourcing the content from Disney, Fox and Warner Bros. As Technicolor's Roy Stewart explains, this was not done easily, "All three were surprised at the prospect of taking on such a big project. Nobody had taken on that volume of content before and supplied it for broadcast in an international market within 24 hours of North American release."

Before the content could be supplied to SingTel, there were a number of barriers that had to be cleared. This included adhering to studio licensing issues, legal clearance, the conversion to PAL format, the insertion of MioTV branding and censorship editing, which all had to be completed within the 12 hour timeframe. Due to its previous experience in sourcing digital content, Technicolor was able to organise a practical workflow schedule with the studios to ensure the 100 hours/month of time sensitive content would reach SingTel on time.

Transferring the content reliably and consistently

The second challenge was ensuring the final MPEG4 H264 files could be transferred to SingTel reliably, robustly and ready for deployment to the MioTV set top box. A conventional network would NOT be adequate due to the volume of content and the risk of significant data loss.

Utilising its digital delivery expertise, Technicolor deployed 2 high speed data networks (a primary and a backup) with a dedicated line running directly into SingTel's network. This network enabled Technicolor to build a secure, accelerated network that was far superior to delivering to conventional FTP servers via a TCP/IP connection, and enabled large files to be sent reliably without any data loss.

With security of the MPEG4 files being a primary requirement, the data network Technicolor deployed, encrypted the content automatically and eliminated the risk of network latency and problems that can ordinarily occur when transferring data over such a large distance that makes it impossible to reliably deliver files.

SingTel had anticipated that it would take approximately four months of preparation before all parties were able to start delivering the latest shows the day after their US release. However, through Technicolor's expertise in digital content delivery and excellent relationship with the studios, Technicolor was able to start delivering the latest episodes of major TV shows within four weeks. This enabled the first episode of the new seasons of Gossip Girl, Prison Break and Ugly Betty to be broadcast on MioTV within 24 hours of their premiere on US TV.

More subscribers and establishment at the forefront of TV content delivery

SingTel's strategy was to lead and shape the way subscribers would consume on-demand content. Following its partnership with Technicolor, SingTel became Singapore's 1st Pay-TV operator to provide the latest TV shows within 24 hours of their release in US TV and its subscription numbers rose significantly after MioTV's launch.

The provision of such high volumes of time sensitive content has helped cement Technicolor's position as the industry leader for designing and deploying digital media solutions. The proliferation of IPTV services and on demand TV broadcasting services means this expertise is now in demand on a global scale.

Technicolor's ability to deliver high volumes of time sensitive digital media content, reliably and robustly, is also expected to be in demand amongst content providers currently relying on satellite networks to deliver content to regional broadcasters. Technicolor's accelerated networks are quicker, more reliable and more cost effective than a satellite network.

In fact, Technicolor's content delivery division is working so effectively that it can now deliver the latest major TV shows within 3 or 4 hours of their initial broadcast, and meet the growing global demand for 'on demand' TV.

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