

# Industry Views on the Challenges Broadcasters Face

**A survey by Newtec reveal industry executives' views on the key challenges broadcasters are facing today and in the near future.**

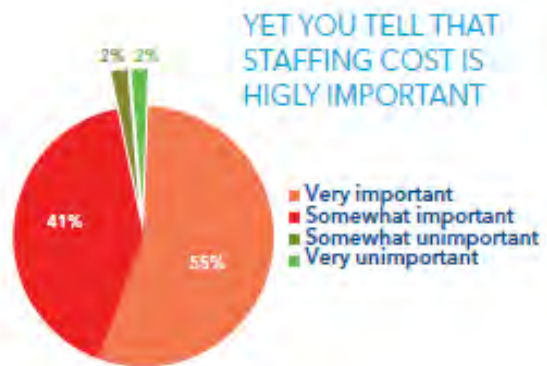
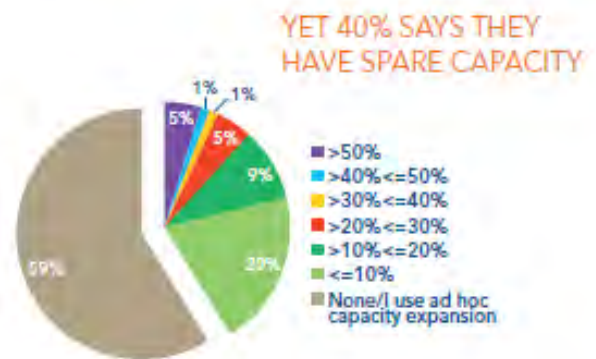
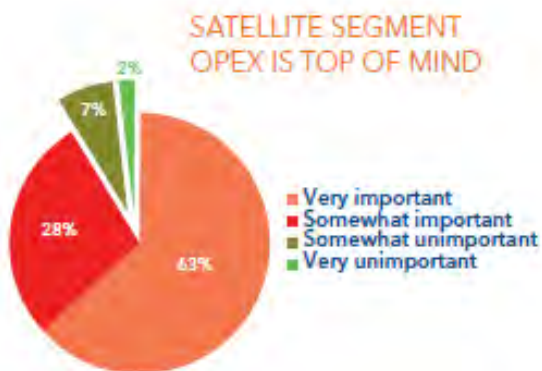
by Virgil Labrador, Editor-in-Chief

To get a overview of the perception in the industry of the challenges that broadcasters face now and in the near future, Newtec conducted a survey of 270 executives from all over the world last year. At the NAB 2015 in Las Vegas, Newtec provided Satellite Markets and Research an exclusive glimpse on the highlights of the survey on Next Generation Video Networks.

Among the key findings of the survey include:

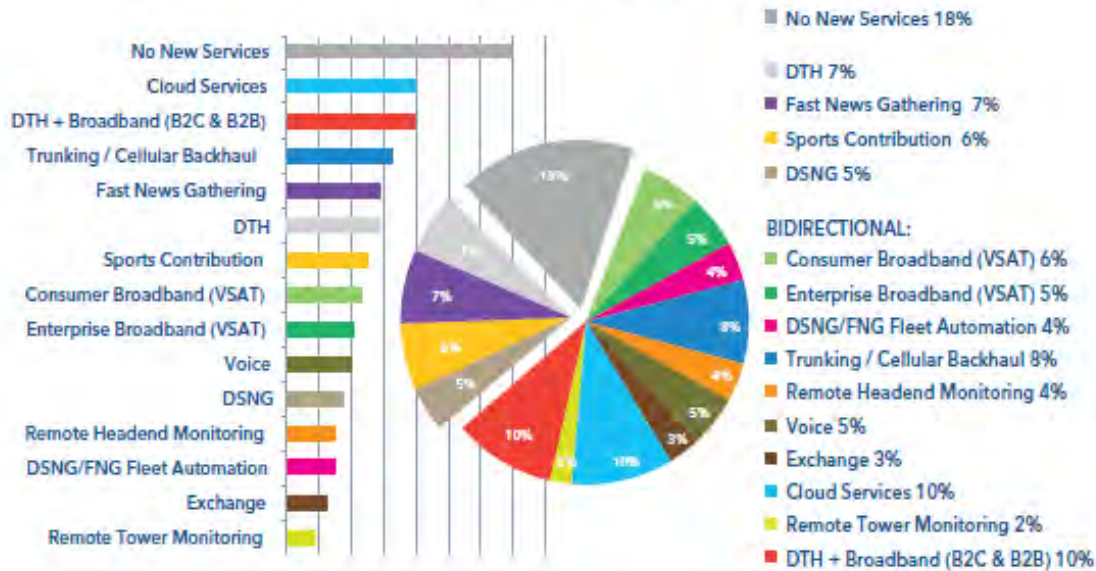
- Over 90 percent of the respondents considers the satellite segment operating expense (OPEX) as a very high expense, yet 40 percent say they have spare capacity.

- There are a substantial number of Occasional Use (OU) sessions in broadcast networks. These sessions often require a lot of manual operations, which considering staff cost is a major contributor to rising OPEX.
- The industry is constantly looking for new growth opportunities. More than 80 percent of broadcasters and broadcast service providers plan to launch additional services in the near future.
- Of the respondents using 100 percent satellite technology today, about half indicated that they intend to complement satellite networks with other technologies.



Source: Newtec Survey on Next Generation Video Networks, 2014.

## WHAT NEW SERVICES WILL YOU ADD IN THE NEAR FUTURE?

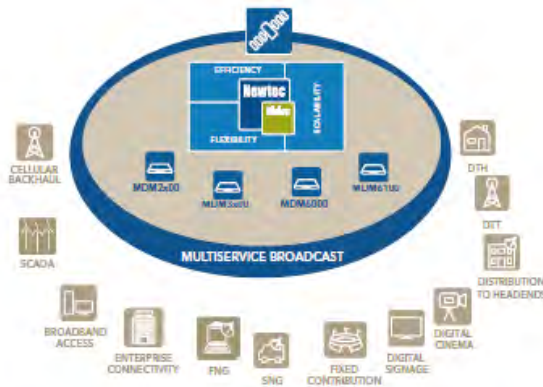


Source: Newtec Survey on Next Generation Video Networks, 2014.

- For operators using satellite transmission between 50-100 percent and 0-50 percent of OU sessions, some expect to grow the amount of satellite transmissions relative to terrestrial.
- Of the broadcasters that today have no OU services on satellite, almost 40 percent plan to start using satellite.

The key findings of the survey is quite clear: the industry is continuously searching for new business opportunities, while seeking ways to reduce OPEX and CAPEX. The industry is also definitely going towards multiservices for delivery in various platforms. To meet those challenges, an all-IP multiservice hybrid network is the best way to future-proof your service, leveraging best of breed technologies available.

### A Multiservice Broadcast Network (source: Newtec)



From the responses of the executives, Newtec drew some key conclusions. Among them, balance between satellite and terrestrial transmissions will continue to exist. Thus, there will be more hybrid networks in the future.

Newtec also found that a single platform shared between multiple services—i.e. a “multiservice network” will help address rising costs while increasing network flexibility, enabling the business case for new network deployments.

A multiservice network is based on a single and future proof all-IP transport layer, independent of the underlying

network layers. An all-IP multiservice network supports video, voice, data and broadband services on a single infrastructure and space segment. Different broadcast linear and non-linear workflows can run simultaneously on multiservice networks. They share the same infrastructure, operating staff and space segment, instantly reducing the level of CAPEX and OPEX while increasing business flexibility.

A unified NMS provides end-to-end visibility, monitoring and control of all network elements and accommodates scheduling and execution of broadcast workflows. A multiservice network is able to apply the optimal satellite transmission return technologies to reach the highest efficiency and quality of service (SCPC, MF-TDMA or Mx-DMA™). It is capable of hosting different applications, including cellular backhaul and enterprise connectivity.

“We believe the in the near future the industry will rely on a multi-layered network transmission protocol. Clear separation of protocol layers and applications are a prerequisite for interoperability,” said Hans Massart, Market Director for Broadcast of Newtec.

The Newtec survey provided a good glimpse into the challenges that broadcasters are facing and will be facing in the near term. It’s evident that in order to keep up with changing customer requirements and user demands, one must be able to provide a flexible and efficient multiservice broadcast network.