

MediaKind

Satellite Broadcaster: A Case Study



Deliver dynamic.

Aquila Broadcast

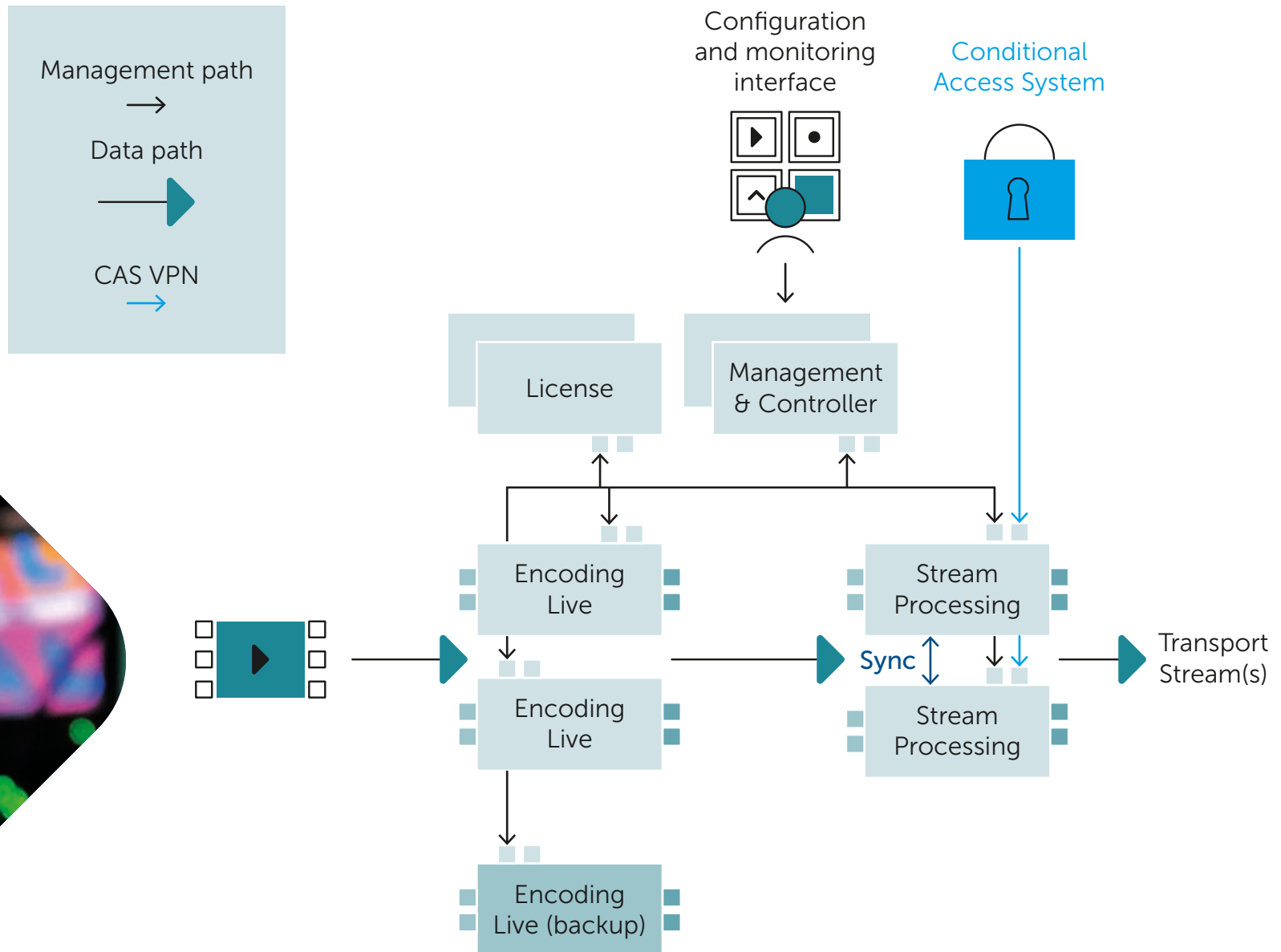
Class leading picture quality

Aquila Broadcast delivers market leading video compression performance across all codecs - MPEG-2, MPEG-4 AVC and HEVC. It enables the same quality for services in less bandwidth equating to a significant reduction in transmission costs.



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Aquila Broadcast Solution Workflow

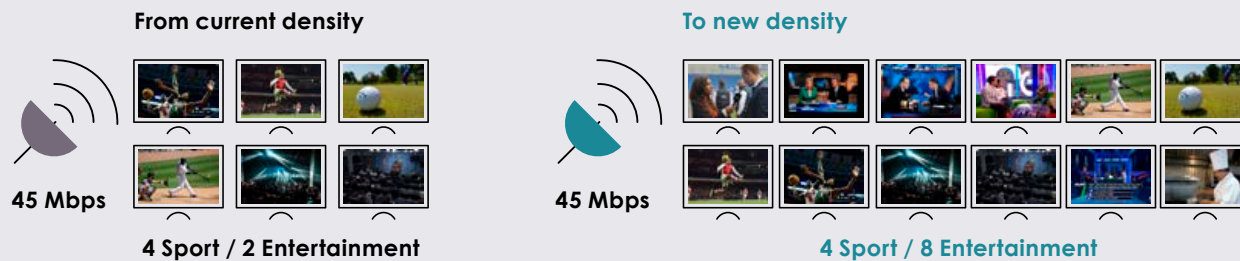


Delivering the highest Picture Quality with significant cost savings

This real world use case example describes how a satellite broadcaster now requires two less transponders to carry their services due to the video compression performance gained by transitioning to MediaKind's Aquila Broadcast Solution.

Customer Requirements:

- 82 x HD MPEG-4 AVC encoded channels
- 1 x UHD HEVC encoded channel



Solution Overview:

Aquila Broadcast configuration delivered:

- 82 x HD MPEG-4 AVC encoded channels
- 2 x UHD HEVC encoded channels (1 additional UHD Channel)
- No reduction in Picture Quality
- Reduction in transponder costs - from 11 x 45Mbps transponders to 9 x 45Mbps transponders

Current AVP Configuration

82 x HD H.264 Channels
1 x UHD HEVC Channel
11 x Transponders
Average of 7.5 channels per transponder



New Encoding Live Configuration

82 x HD H.264 Channels
2 x UHD HEVC Channels
9 x Transponders
Average of 9.3 channels per transponder

Highlights

- Maintained Picture Quality
- Additional UHD Channel
- Annual cost saving of 2 Transponders



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