

Technical Roadmap

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Eurovision

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Eurovision: Position

- ▶ Eurovision as the **operational arm** of the European Broadcasting Union (EBU), the world's largest provider of international transmissions for live sports and news events
- ▶ Core business: transmission of **high quality** broadcast video
- ▶ The most experienced video broadcast team in Europe

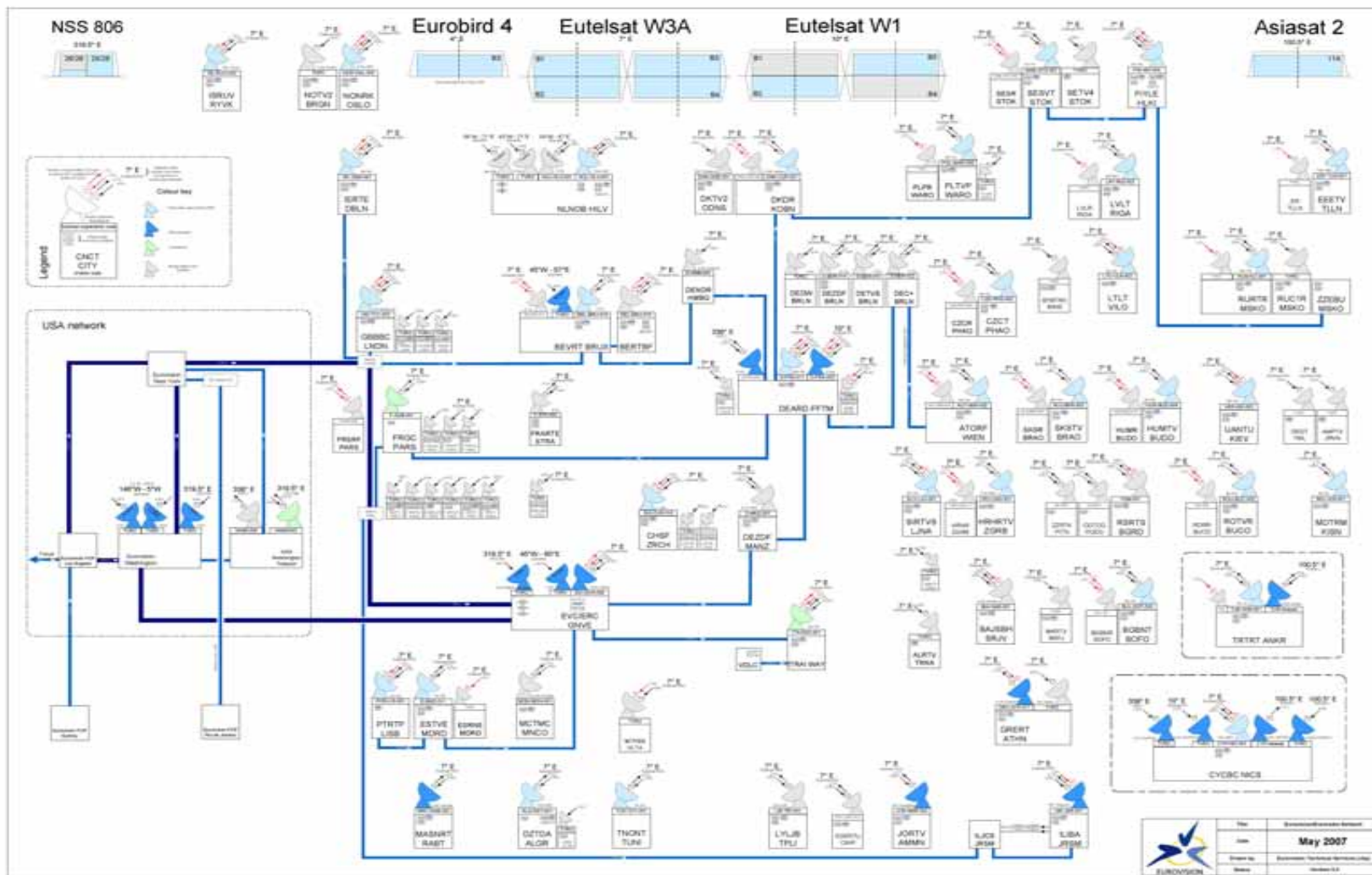
Eurovision: Technical Management

- **Development**
- **Network Architecture**
- **Procurement**
- **Maintenance and Logistics**
- **Support to:**
 - ✓ **Marketing**
 - ✓ **News and Sports Operations**
 - ✓ **Major Sports Events (Football World Cup, Olympics etc.)**
- **Report to Director**

Eurovision: A Clear Strategy

- **Members First**
- **From Technical Supplier to Service Provider**
- **High-Quality Network Solutions**
- **Promote, own and distribute Content**
- **Eurovision Worldwide**

Eurovision: Network in 06.2007



Eurovision: Fibre Services

- ▶ **FiNE: Permanent circuits** between sites and broadcaster's premises
- ▶ Video distribution – Data/IP delivery with **guaranteed bandwidth**, dedicated channels
- ▶ **Occasional Use** transmissions for specific News and Sports Events:
 - ✓ US elections, End of JP II Pontificate
 - ✓ WOG 2006, Football World Cup 2006, Tennis, NHL ...
- ▶ **EBU corporate** applications
- ▶ **Variety of formats** (SD, HD.....)

Part A: Network to date – Future evolution

- ▶ Network to data
- ▶ **Future evolution**

Eurovision: Network Strategy

- ✓ **Global Strategy :**
 - ✓ **Arbitrage + Aggregation**
 - ✓ **Networking and Filtering**

- ✓ **Adaptability**



Eurovision: Network Objectives

- ✓ 1. **Bidirectional** data network
- ✓ 2. **Differentiate** from classical telecommunication operator
- ✓ 3. Maintain unmatched **quality**
- ✓ 4. **Unify all services** to Members
- ✓ 5. **Risks** thinking

Architecture to reflect objectives (1/2)

- ✓ 1. Hybrid high speed data Satellite System
- ✓ 2. DTM Fibre System
- ✓ 3. Automated and flexible Network Management System
- ✓ 4. Hub – Enlarged continental Organization

Desirable Avances in Services

- File transfer
- Fast deployment and low-cost interactive terminals
- High quality voice coordination channels
- Secure VPN (Virtual Private network), IP connections
- On-line booking
- HDTV carriage

Working Environment

- ▶ W3A
- ▶ Integrated **fibre & satellite** operation
- ▶ Encryption keys
- ▶ Xtranet
- ▶ SuperPOP

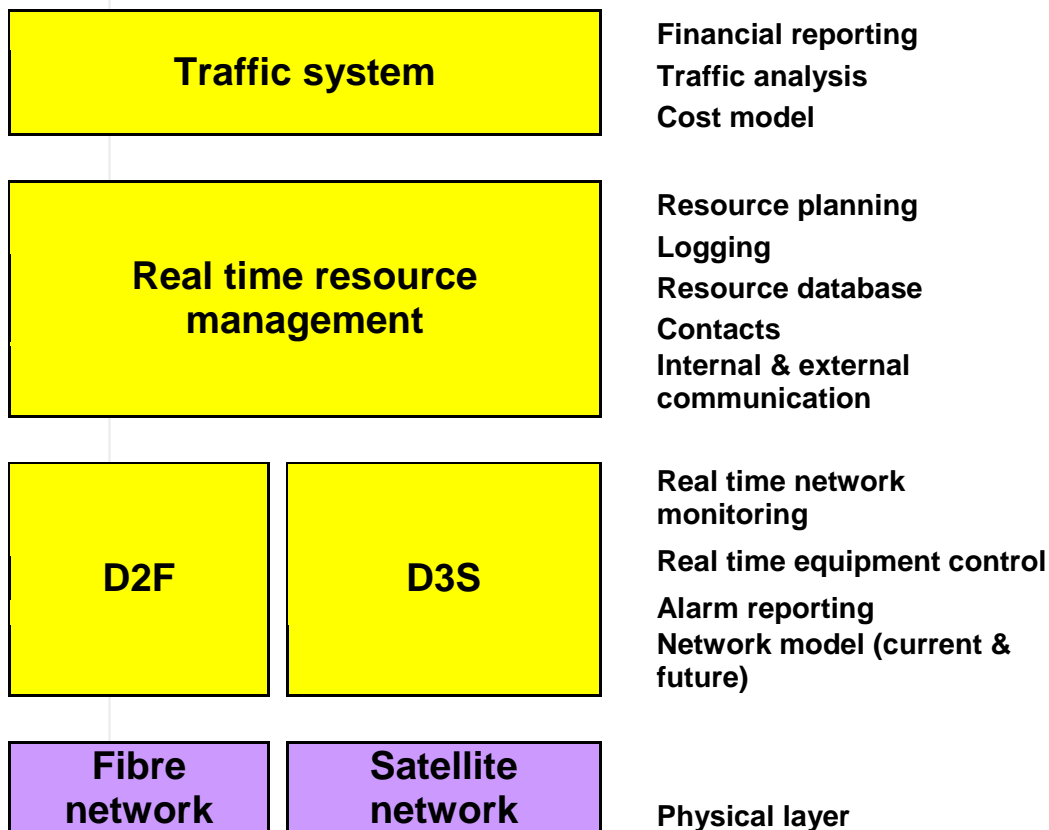
Aspects of the project: Technical

- **DVB RCS**: both-way communication
- **DVB S2** : more efficient throughput
- **Video** encoding and decoding equipment
- **Earth Station** design

Aspects of the project: Operating model

- ▶ Uplink stations are "remote-controlled" from Geneva
- ▶ Geneva staff will be more solicited
- ▶ New staff profiles are required, such as Network administrators
- ▶ A simplified News Exchange

Aspects of the project: Management Software



Aspects of the project: Strategy & Organization

↳ Marketing

- **Impact** on the current services
- Potential additional revenues from **new services**
- Potential additional revenues from **new markets**

↳ Finance

- **Impact** of the project on our (Opex, Capex)
- **Impact** on stations credits internal costs

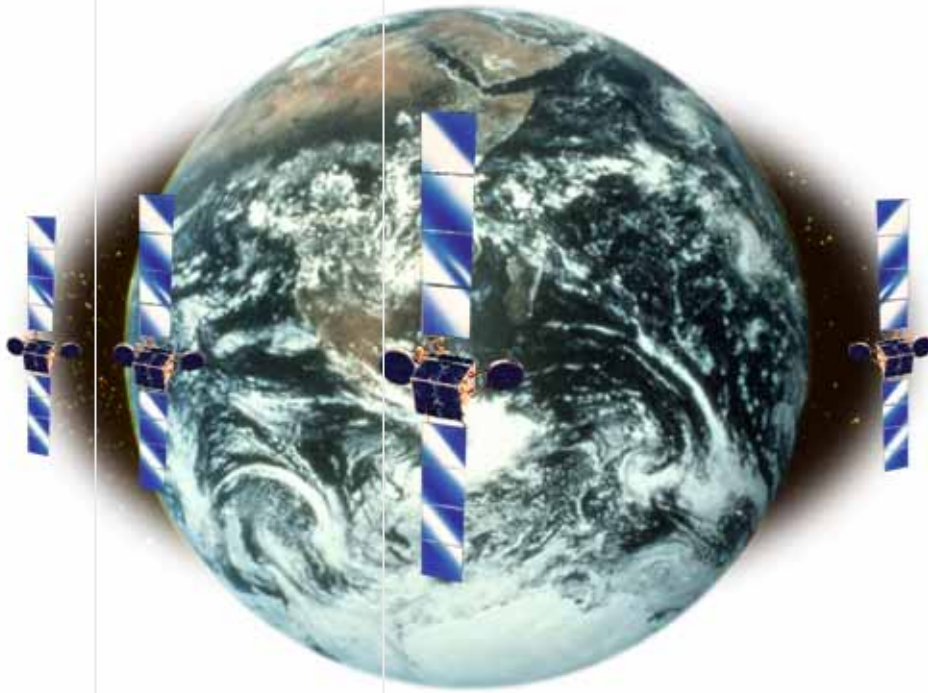
↳ Strategy

- **Global approach** (SAT08 project)
- **Earth station credits policy**
- Impact on PNN

↳ Human resources

Project schedule: Pilot phase

- ▶ **Pilot phase** to validate some technological solutions full scale:
 - DVB-RCS network
 - DVB S2 modems
- ▶ **Results** end of June 2007
- ▶ Non-technical actions: **multi-disciplinary group** to provide guidance to the Eurovision management



Thank you!!

Eurovision

