



A New Paradigm: Digital Broadcasting, Video Streaming and Rich Media

iQstor Customer: Samanyolu TV, Istanbul, Turkey

Digital Broadcasting or Tape-Based Broadcasting

Digital television is a relatively new technology for transmitting and receiving broadcast television signals. It delivers better sound and pictures, uses the broadcast spectrum more efficiently, and adds versatility to a range of applications.

Today the digital production and broadcasting aspect of news is handled most efficiently in non-linear suites. The exchange and sharing of content within these environments is a key requisite.

Prior to integration of a tapeless news production system, Samanyolu TV's news system was based on analog tape-based technologies, where concurrent access to data was non-existent. As news items were received, the processes required to prepare the content for on-air distribution were carried out in a sequential fashion.

Recognizing the advantages of digital technologies, Samanyolu TV decided to implement a digital news system that would satisfy the highest levels of Quality of Service (QoS) by ensuring 24x7x365 uptime so that news could be broadcast around-the-clock without a hitch.

SAMANYOLU TV TRANSITIONS TO DIGITAL

With Samanyolu TV's IT management team focusing on the bottom line, two leading business imperatives continue to drive their activities in digital video archiving & news delivery: workflow efficiency and cost savings.

"Prior to integration of STV's news production system, the news system was based on analog tape-based technologies, where concurrent access to data was non-existent. VTRs were used to record from satellites directly to tape. The tapes were then walked to the editing bays physically, and finished programs were then re-recorded to tape and walked to the broadcast VTR. But now, the data is on the storage area network (SAN) pool and the time for getting the news ready for on-air broadcast is very short. In this way, highest levels of Quality of Service (QoS) is guaranteed," said Salih Dagkoy, IT Director at Samanyolu TV.

"Thanks to iQstor, the data is now on the storage area network (SAN) pool and the time for getting the news ready for on-air broadcast is very short. In this way, highest levels of Quality of Service (QoS) is guaranteed."

Salih Dagkoy
IT Director
Samanyolu TV

Business Challenge:

Samanyolu TV needed a tape-less news system that would satisfy the highest levels of Quality of Service (QoS), ensuring around-the-clock news delivery with increased efficiency and lower operating costs.

Solution:

iQstor systems are deployed as the storage networking backbone to simplify and accelerate news automation and digital video archiving.

The analog system was too inefficient for today's applications

"The process required to prepare the content for on-air news distribution is around 2 hours. In analog systems, since access to rich-media data is sequential, it would take more than 30 minutes to create one news item. The news staff were constantly carrying bags of VTRs. Additionally, due to repeated use, the quality of the tapes were dropping below satisfactory levels. The operational and maintenance costs were reaching €100K (\$128K) for analog systems. Most of the news staff were unaware of the quality of the news broadcast and how it was prepared until they watched it on TV. Consolidating different ingest sources in the same platform was a requirement. That is why, we transitioned from analog to digital - from cameras to playout for workflow and cost efficiency," added Salih Dagkoy.

Digital broadcasting brings several benefits to the broadcasting companies as well as to the viewers. Not only does it reduce the broadcasters' Total Cost of Ownership, it also gives them more programming options. Because the digital signal is being compressed, more data can be transmitted without having an impact on the sound or picture quality. Digital broadcasting also allows companies to do multicasting and datacasting. Multicasting permits the broadcaster to transmit several channels at the same time with the same superb quality. Datacasting combines computer and television technology. Datacasting allows the broadcaster to send supplemental data in addition to the program being watched. Digital broadcasting gives the viewers higher resolution pictures, better sound capabilities and the option of viewing in a wide-screen format.

"Digital systems bring many advantages compared to Analog Systems for editing, playout and archiving. For example, Total cost of Ownership is lower and average implementation fee for an editing suite mechanism in analog systems is around €30-40K, where as a DV-based editing system implementation fee is around €4-5K. We are currently in the process of transitioning to digital on our overall enterprise archiving system. We believe that what we are doing now will encourage other broadcasters in our country and neighboring territories to proceed with similar transition from analog to digital broadcasting," said Hakan Gokhan Ergincan, IT Programs Coordinator at Samanyolu TV.

About iQstor Networks, Inc.

A privately-held company based in Newbury Park, CA, iQstor is a leader in the innovative design of storage solutions with embedded enterprise level functionality.

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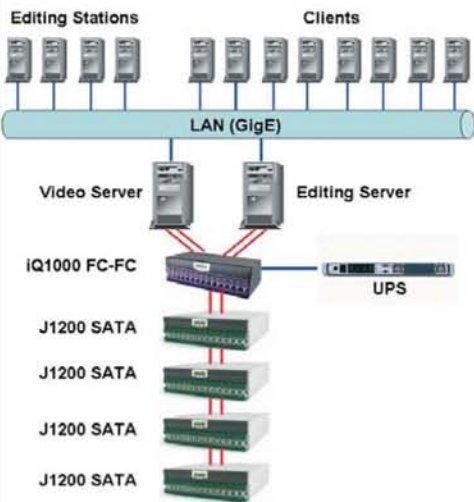
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Storage Solution Configuration



- 24TB FC - SATA Storage System
- 1 x iQ1000
- 4 x J1200
- Storage Virtualization
- iQstor SAN Manager




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