



Global TV Overcomes Cellular Network Congestion at Royal Wedding With Blended Cellular and Satellite Solution

CHALLENGE

Behind the scenes of live production is rarely glamorous. When Canadian crews from Global TV needed to capture the high-profile Royal Wedding of Prince Harry and Meghan Markle on May 19th, they were tucked into a very small area next to a café near Windsor Castle. They were also surrounded by nearly a hundred thousand visitors, live streaming and posting photos back to their friends and families around the world, congesting the cellular networks.

Time and resources are extremely limited in high-profile events like the Royal Wedding. Remote crews need to be able to do their jobs quickly and easily without having to worry about technical complications. With restricted space available for equipment, a versatile and reliable fly-away solution was needed.

“ The beauty for us of using Dejero CellSat is that it offers the ability to blend multiple connections and get increased reliability at a big event like the Royal wedding. It’s great that we can use our existing video over IP workflow. ”

- Mark Blanchard, Manager, Network Services,
Global Television Canada

ABOUT GLOBAL TELEVISION CANADA

Global Television Network (Global TV), a Corus Entertainment Inc. (TSX: CJR.B) brand, is a privately owned Canadian broadcast television network. It is currently Canada’s second most-watched private broadcast television network and has twelve owned-and-operated stations throughout the country. Global News and Entertainment Tonight (ET) Canada, two of Global TV’s programs, were on location in Windsor to provide live coverage of the Royal Wedding.

“The challenge for us is there’s no reliable network that we can use to get our path out where it needs to be,” stated Blanchard.

SOLUTION

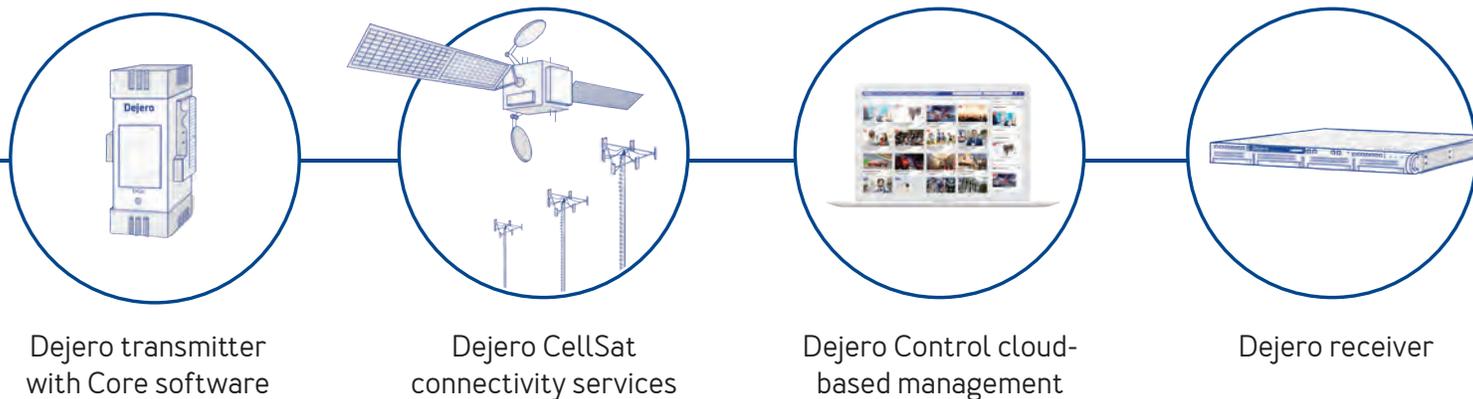
Seamless network blending delivers high-quality live video coverage to over 3 million viewers.



The HEVC-capable Dejero CellSat solution intelligently blends cellular connectivity from multiple mobile network carriers with Intelsat’s Ku-band IP satellite connectivity to provide the necessary bandwidth on demand. This enables broadcasters to reliably deliver exceptional picture quality while on location.

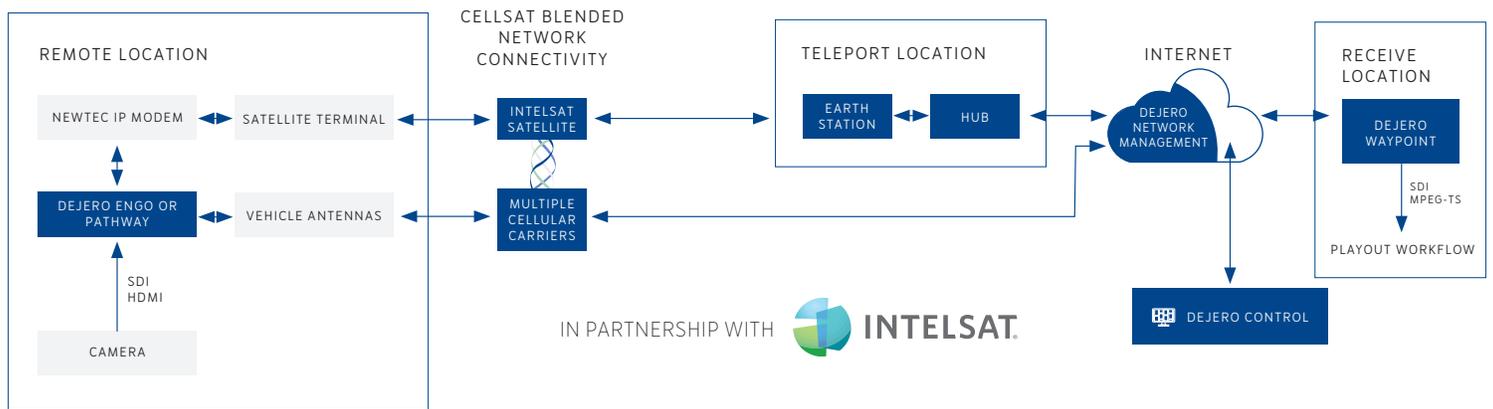
When planning for major events such as the Royal Wedding, securing reliable connectivity for video over IP workflows is top of mind for a broadcaster’s technical producer when surveying potential locations. Broadcasters must have an extremely high degree of confidence that their live feeds will be transmitted without fail. The Dejero CellSat blended connectivity solution provided broadcasters with the confidence they needed to go live in Windsor, where large crowds and competing media users were likely to cause cellular network congestion, and fiber was not readily available given the temporary locations of the live shots.

A vehicle equipped with a satellite antenna was not an option for this event, given the constraints of the Windsor location. With the ability to use a portable fly-away antenna, the CellSat solution demonstrated its versatility to Global TV.



Providing enhanced reliability and HEVC picture quality in situations where cellular networks are congested or cell coverage is limited, CellSat leverages network blending technology to improve reliability. If available cellular bandwidth dips, additional satellite bandwidth is automatically provided to the blended network. In Windsor, very little cellular bandwidth was available during the busiest part of the day, but the CellSat solution consistently delivered up to 7.5 Mb/s of bandwidth—more than enough to deliver exceptional picture quality. The solution is designed to help broadcasters manage their transmission costs by using cellular when available, or CellSat when added reliability is required.

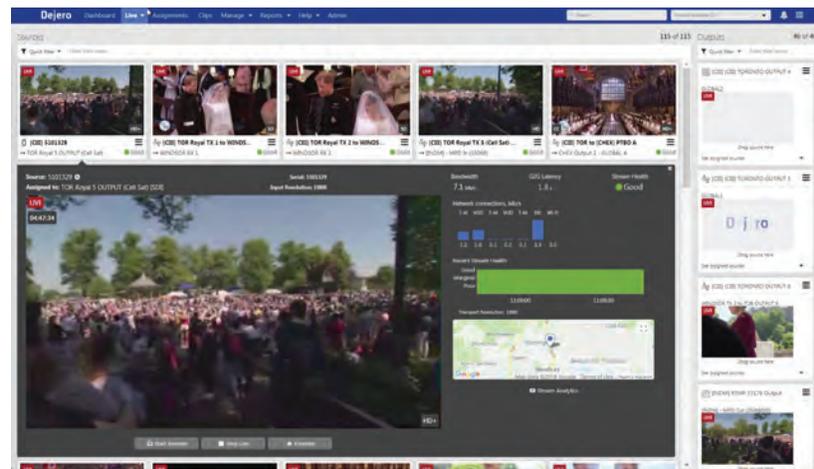
With the convenience of midstream activation, CellSat enables crews to start their live broadcast in Cell mode and when additional bandwidth is required, switch to CellSat mode without stopping the live feed, helping to manage costs and achieve the best results.



RESULTS

The Dejero CellSat solution provided the additional bandwidth needed for Global TV to deliver exceptional coverage of the monumental Royal Wedding. With reliable connectivity, crews had confidence in their ability to deliver high-quality content for their viewers eagerly watching every moment back in Canada.

On the day of the wedding, Global TV used CellSat to provide its viewers seven hours of on-location coverage with extensive reporting of every matrimonial detail. During the build-up and post-event, ET Canada's Cheryl Hickey and Sangita Patel delivered special reports live from the UK. On the road for the week of the wedding, Global's award-winning flagship newscast, Global National anchored by Dawna Friesen, broadcast live each evening from Windsor, England.



As of May 25th, Corus entertainment, owner of the Global Television Network, reported that overnight Numeris data¹ put Global TV's coverage of the wedding at 434,000 viewers for the 5:30 a.m. to 11 a.m. time slot. Global News' live online stream garnered three million views. As of May 24th Global News and ET Canada's Royal Wedding content on YouTube reached more than six million unique viewers, and the full ceremony replay achieved more than 1.8 million views. Globalnews.ca also saw 4.35 million page views on its Royal Wedding content, and the network's Facebook videos saw 2.23 million views.

¹ Numeris PPM Data, Total Canada, Global Total, AMA(000) Ind.2+, May 19th 2018

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