



## Live broadcasting

BGAN solutions



➔ Inmarsat's Broadband Global Area Network service – BGAN – provides both voice and broadband data simultaneously, through a single, highly compact device on a global basis. It also offers a portfolio of guaranteed IP streaming rates on demand for live video and audio broadcasting. The full range of BGAN IP streaming rates from 32kbps to more than 384kbps – can be accessed with the Hughes 9201 and Thrane & Thrane EXPLORER 700 terminals, and all are compatible with existing video codec solutions. BGAN is also a proven connectivity solution for store-and-forward video, print and photo journalism, and temporary field offices.

## Live video solutions for any media budget

Inmarsat's portfolio of IP streaming rates presents a compelling proposition to any broadcaster, however big or small, that wants to broadcast live from remote locations. These streaming rates range from a low-cost option suitable for talking head shots with little movement, through higher rates that allow some movement, to the premium BGAN X-Stream™, which supports superior picture quality, and handles movement and panoramic footage extremely well. BGAN X-Stream offers the fastest on-demand streaming rates in the world of mobile satellite communications, and is deployed by leading broadcast networks worldwide.

Smaller broadcasters, affiliates and freelancers can take advantage of managed live video solutions developed by Inmarsat, its partners and solutions vendors. These make live broadcasting from remote locations more accessible providing cost-effective, high quality options to suit any media budget. The new managed solutions are compatible with all BGAN IP streaming rates and offer a wide range of potential combinations, making live video via BGAN a realistic choice for any news team. They are designed to integrate with broadcasters' existing IT infrastructure – especially over the 'last mile', but if the user has little or no infrastructure, affordable options for last-mile connectivity are available.

### Managed video solutions

#### ➔ Keeping a cap on costs

Solution 1 is a streamlined version of the system used by leading networks to broadcast live video via BGAN. Under a 12-month contract, broadcasters can either own or hire high-end encoding and decoding equipment. They can use their own infrastructure (ie. ISDN), lease a temporary line or use the public internet to feed the live link into the studio. The technical set-up has been kept as simple as possible, while ensuring great results.

#### ➔ Hardware-lite

Solution 2 is a simpler, pay-as-you-use version of solution 1, with even tighter control of costs. Contracts are monthly, so there is no long-term commitment. The broadcasting team in the field use a free encoder, while decoding takes place on the solution provider's server, so the customer has no need to buy, or hire, hardware.

#### ➔ Pay-per-minute

Solution 3 leverages the Content Delivery Networks of Inmarsat distribution partners (DPs) for an affordable, end-to-end managed solution for live video. This solution can be leased monthly, includes a free software encoder/decoder, and is billed as part of the user's per-minute BGAN streaming cost.

## Key benefits

### Versatile solutions

- Making high quality live broadcasting via BGAN an option for any news team, large or small
- End-to-end solutions allow broadcasters to tailor BGAN to their news priorities and budgets
- Keeping capital expenditure and operational costs to a minimum
- Hardware-lite solutions that do not require a traditional encoder and hardware decoder on a point-to-point connection
- Guaranteed IP streaming data rates on-demand to meet a wide range of live video requirements and budgets:
  - BGAN X-Stream for rates in excess of 384kbps, when picture quality is your top priority
  - 256kbps for high quality images and some movement
  - 176kbps for talking heads or shots with relatively low levels of movement
  - Lower streaming rates available for live audio broadcasting

### Simultaneous voice and broadband data

- Quickly establish voice and live video streaming wherever the news story is breaking
- Reporter can speak to the studio while making a live video broadcast
- Record, then edit a report on location and send it over a BGAN standard IP connection, in advance of a live broadcast

### Highly compact

- Easily carried in a backpack – the highest bandwidth terminals weigh about 3.2kgs (7lbs) – enabling immediate connectivity
- Doesn't draw attention to media presence in dangerous situations
- In-field equipment comprises a camera, tripod, laptop and a BGAN terminal

### Flexible

- Compatible with leading broadcast video applications and codecs, and other sector-specific 3rd party peripherals
- BGAN supports both ISDN and IP connectivity solutions – compatible with legacy news gathering applications while providing a smooth upgrade path to IP

### Easy to use

- Quick and easy to set up and shut down – send reports more quickly in dangerous situations
- No technical expertise or training required
- One solution for all your voice and data communication needs
- Typical set-up and connection time is under five minutes

### Reliable

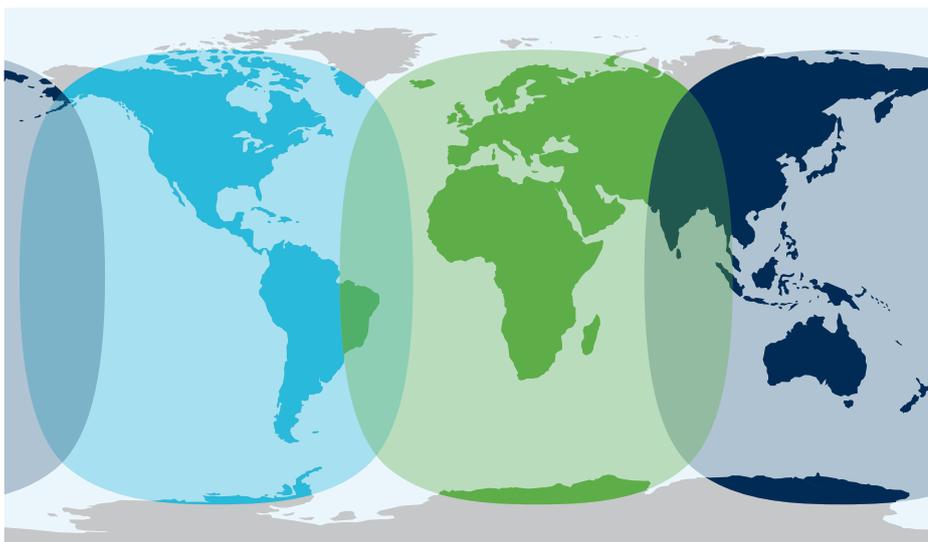
- Network capacity can be dynamically re-directed to areas of high usage – ensures bandwidth availability is maintained when a major news story breaks
- BGAN satellite terminals are highly robust and can withstand challenging environments and climatic extremes

### Competitively priced

- No set-up costs and significantly lower costs for both terminals and airtime compared with previous generations of mobile satellite services
- Can deploy to more reporting teams
- Superior quality, live news coverage from more locations, increasing your competitive edge

## Coverage

BGAN is accessible worldwide, so connectivity for remote journalists and news gathering teams is assured.



This map depicts Inmarsat's expectations of coverage, but does not represent a guarantee of service. The availability of service at the edge of coverage areas fluctuates depending on various conditions.

## [inmarsat.com/livebroadcast](http://inmarsat.com/livebroadcast)

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## How to buy BGAN

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