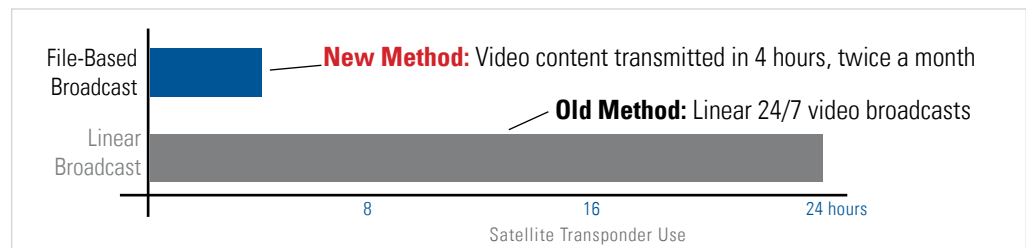


Case Study: **FILE-BASED BROADCAST CHANNEL**

- **Reduce 24x7 bandwidth requirement for repetitive content**
- **Increase ad revenue**
- **Reduce operational complexities**
- **Schedule interspersation of live events**

A national ad-supported network was looking for a way to efficiently manage its linear video channel. Previously, to create a 24/7 broadcast the network repeated 8 hour programming blocks 3 times a day. Bandwidth utilization was one of the network's largest operating expenses.



WEGENER® provided the network with a cost-effective solution to reduce the bandwidth requirement. Using the WEGENER iPump® Media Server, the network was able to transmit all of its programming in 4 hours, 2 times a month, and seamlessly playout a file-based broadcast channel. The iPump Media Server is an integrated digital satellite receiver and multi-media server. It is part of WEGENER's complete end-to-end solution for content delivery and management. It allows a central network operator to rapidly distribute and manage media content to multiple sites.

In this application the file-based broadcast channel is made of a collection program segments and ads. The network operator creates and distributes a playlist to determine in which order the program segments play out.

The national ad-supported network used this distribution method to:

- Reduce satellite transponder costs by 93%
- Manage repetitive programming
- Deliver one program guide for time shifted broadcasts
- Minimize production work to replace ad spots as advertising contracts changed

Additionally, the WEGENER solution can support the network's business needs to:

- Increase ad revenue with the inclusion of regional programming and/or regional advertising
- Take advantage of bandwidth savings to launch additional channels
- Insert live programming delivered via satellite

OPTIMIZE MEDIA DISTRIBUTION

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