



How IP Technology affects Broadcast System Integration

The Broadcast sector is converging rapidly with IT and Telecommunications technologies as user demand for traditional distribution methods of delivering video are changing toward multi-channel, multi-platform, on-demand delivery via the internet. Utilisation of IP based infrastructure provides more efficient services which provide relatively low cost interactive content delivery capability over a vast array of devices running a variety of viewing applications. As transport network capacity bandwidth increases, so does the desire to fill it, which has led to increased channel volume, feature capability and an improved end user experience. This change in delivery has presented commercial challenges for traditional terrestrial, satellite & cable methods of delivering video services, as an ever growing on-demand IP capability provide users with more power, flexibility and choice than ever before. Internet content providers such as BT, Netflix, iPlayer Services and many other subscriber and 'pay as you go' IP distributed content providers are now well established in the market and as a result traditional large high value box based specialist product integration is becoming less and less required.

Technology Manufacturers are adapting to the need to reduce costs, be more competitive and yet deliver technology that provides high quality audio and video. Many manufacturers are now moving away from bespoke expensive to manufacture hardware based products towards applications based software solutions running on standard 'Off the Shelf' IT hardware. This change brings major advantages to infrastructure costs and also flexibility in the management, transport, manipulation and storage of content, however this also brings with it complexity in integration of software within a multi-vendor domain and with it even more complex issues relating to on-going support and maintenance.

As a result traditional broadcast system integration companies also have to change their model to meet the new requirements IP technology has brought to a rapidly evolving market space. System Integration needs to adopt IT principles to enable it to manage and develop the infrastructure it provides to its customers. In future this business will require an increased knowledge of IP/IT based network infrastructure, application software and higher levels of training associated with supporting the infrastructure provided. A structured methodology and framework in which to deliver services that keep systems current and enable them to meet the ever changing demands of the sector is crucial to ensure system availability and capacity is maintained. IT and Telecommunication Integration companies are starting to encroach on traditional broadcast projects as their knowledge of IP solutions and distribution services become more important to the infrastructure deployed within broadcast. However there is still a large white space for traditional broadcast system integration companies to fill and thrive in the new evolved market, but not in their current form.

Broadcast Integration companies have a limited time to move forward, as there is a real risk they will find themselves left behind. There is a need to develop internal skills to build and support IP infrastructure within digital media environments. They will need to leverage their expertise in the sector to bring value to the customer ensuring they differentiate themselves from the basic IT integration companies. Specialised broadcast IP solutions organisations will thrive in this market as organisations look to outsource technology and vendor management to focus on core capabilities. This was change that was very evident in the 1990's with traditional IT Data markets and TV and Video now looks likely to follow a similar path. Bringing together IT expertise, software integration

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knowledge, vendor relationships and project management skills within media content creation and management projects will enable video service providers to look to outsource technology management to partners of choice that have this expertise. But to enable this to become a reality traditional system integrators will need to move away from rack and stack system methodology to become specialist video technology solution providers. This means that hardware lifecycle management, software support and maintenance are crucial for ensuring systems remain current and compatible with new software versions as they are rolled out and as legacy operating systems and hardware become obsolete. The term Cradle to Grave is now an out of date term as we see new technology enabling organisations to employ lifecycle services to extend system investments well beyond the grave.

This is where CJP can help. We can assist your organisation to evolve your services to meet the demands of a rapidly changing market. CJP BSS Ltd bring ITIL v.3 2011 framework methodology to your organisation to provide you with the ability to change from traditional 'rack and stack' services, into an organisation that can add real value and services to its customers.

CJP believe that by adopting best practice service foundations in your business provides the best platform on which to build a new fundamental vision, strategy, resource skills, efficient process change management capabilities and professional services offerings which will be needed to provide value to the video content creators and distributors today and the future. The first question to ask is; are we adding value to our customers business? If not then you may well find that your offering is viewed simply as a commodity cost which is subject to aggressive and highly competitive discounting.

For further information on how CJP is helping TSL develop Lifecycle Services visit:

<http://tssystem.co.uk/campaigns/support-services-v2/>

For more information on how CJP-BSS Ltd can help your organisation maximise its service value to its clients visit www.cjp-bss.co.uk or call us on +44 1600 750379/ +44 7538 733207