

TRANSMISSION TIMES





Happy Holidays!

Another decade is drawing to an end, and as we reflect on how far we have come in the past 10 years and look forward to all the successes the future will bring, we find ourselves especially thankful for those who have been a part of our journey so far. If you are reading this newsletter, you have no doubt made an impact on our company in some way. Please know how very grateful we are for you.

In the last decade, PSSI has grown tremendously. We had the honor of strengthening our team and assets through our acquisitions of New England Satellite, Satcom Scientific, Pittsburgh International Telecommunications and CNN's satellite uplink facilities. Through these acquisitions, we were also proud to establish PSSI International Teleport, PSSI Pittsburgh Videotech Center and PSSI News Group.

The past 10 years have also brought several other exciting accomplishments. In 2016, we became the first company to uplink a 4K signal for a pay-per-view event. We also executed our first 10-channel "at-home" transmission at 148 Mbps (and we have since continued to transmit even more paths with even lower latency). Most recently, we won a Technology & Engineering Emmy® Award for our work with NASCAR to develop cutting-edge transmission schemes for large-scale "at-home" productions.

We are proud of these accomplishments, but we also recognize that none of them would have been possible without our incredible clients, partners and staff. Thank you for all you have done to make the past decade so remarkable — and we look forward to sharing many more successes with you in the future.

From all of us at PSSI, have a safe and happy holiday season and a wonderful new year.

– Rob Lamb, CEO

By the Numbers



This year has kept us busy with a wide variety of exciting projects around the world. Here's a look at just some of what 2019 brought for the PSSI team.



2,330

PROJECTS
COMPLETED



31

COUNTRIES
VISITED



49

U.S. STATES
VISITED



6

CANADIAN PROVINCES
VISITED



689,635

MILES
DRIVEN



24/7

LIVE TELEVISION
TRANSMISSION



Introducing ...



As we celebrate the many successes of 2019 and look forward to the new year, we are thrilled to share some exciting news: we have a new logo!

PSSI Live encompasses the full scope of our company's continually expanding capabilities with a simple, essential concept at its core: we have everything you need for a successful live event. Our project management team is second to none, with decades of live event experience all over the world. We can provide worldwide transmission and connectivity services via satellite, fiber, IP and more, with more than 70 transmission vehicles, flyaway uplink systems and the PSSI International Teleport. PSSI Live has a first-class team of seasoned engineers in the field and at the teleport who dedicate their attention and expertise to live content on a project-by-project basis, ensuring seamless and comprehensive support of every event from start to finish. We coordinate all aspects of live events, including production management, tech management, remote telecommunication and IP connectivity services, multi-platform transmission planning, on-site project management domestically and internationally, and much more. We own and operate the PSSI Pittsburgh Videotech Center, a

state-of-the-art studio with remote production capabilities and global connectivity. We have a vast inventory of cutting-edge production and transmission equipment to meet any technical need.

PSSI Live summarizes these comprehensive capabilities, and leaves us room to continue adding new services to our repertoire as the industry transforms. **We are Live.**

We are excited to launch a new logo in 2020 (pictured above), which you will begin to see on our communications and marketing materials. We're excited about these changes, and we hope you will be too!

Of course, no matter how our logo changes, our commitment to excellence remains the same. We look forward to providing the same outstanding service our clients and partners have come to expect, as we continue to look for ways to reach new heights together.

Engineers of the Quarter!

PSSI's engineering management team has expanded the Engineer of the Quarter award to acknowledge the great work of two of our full-time drivers: Jerry Gore, driver of the C27 NASCAR mobile teleport, and Joe Kelderhouse, driver of the CK30 WWE mobile teleport.



Jerry Gore

“ Every week, Jerry does a fantastic job on our work with NASCAR. Jerry is always professional and thoughtful, listens to all input from our clients and reacts accordingly, and makes appropriate suggestions. He takes pride in making sure everything he is responsible for is executed correctly, as well as the additional tasks he willingly takes on. If there is ever a gap, Jerry is always willing to help close it, even if it means taking more of his time and resources.

– Ben Bradshaw, Engineer, NASCAR

Joe Kelderhouse

“ Joe is an extremely dependable employee who takes great pride in his work. He approaches our WWE projects with tremendous passion and always keeps the CK30 running in top condition. He goes above and beyond every day, and we're thrilled to have him on the PSSI team.

– Jennifer Hyder-Michaels, Co-Project Manager, WWE





What Can PSSI Pittsburgh Videotech Center Do for You?

Planning a production? Our Videotech Center has all the resources you need for your next live event. Located in downtown Pittsburgh, our 6,000-square-foot facility features two fully equipped multi-camera production studios, an audio recording studio, editing rooms, videoconference suites and a control room with global transmission capabilities.

In addition to our state-of-the-art facilities, the Videotech Center also offers access to a robust talent book that includes a variety of experts with significant live, on-air experience. Their knowledge spans a variety of topics, so you're sure to find the perfect fit for your needs. **Examples include:**

- **Sports** – Jonathan Mayo, Ron Cook, Andrew Fillipponi, Ellis Cannon, Charlie Batch
- **International** – Daniel Kovalik, Kiron Skinner, Ross Harrison, Dennis Unkovic
- **Law and justice** – Matthew T. Mangino, David Hickton, Ken Gormley, Timothy K. Lewis, Cameron Lindsay
- **Economy** – Gus Faucher, Mark Luschini, Kim C. Forrest, Carrie Coghill, Craig Columbus
- **Public policy** – Ron Klink, Lenny McAllister, John Brabender, Jerry Bowyer, Rep. Guy Reschenthaler, Steve Cortes
- **Medicine and health** – Dr. Cyril Wecht, Dr. Joseph Maroon, Dr. Amesh Adalja, Dr. Michael Welner, Bradley D. Stein
- **Business and industry** – Satish Jindel, William Johnson, David J. Spigelmyer
- **Media** – Salena Zito, Adam Eisenstat, Jesse Washington
- **Science and technology** – Dr. Frank Viggiano, Christopher G. Atkeson

Whether you choose our talent or find your own, we also assist with:

- Open and closed captioning
- Live inserts
- Playout services
- Pre-production and post-production
- Remote production
- Sound effects
- Stock footage
- Videoconferencing
- Global satellite and IP connectivity via PSSI International Teleport
- Fiber connectivity via The Switch, AT&T, LTN, Nextologies, GTT and Telstra

Whatever your project goals, the **Videotech Center team** is here help make your **production a success.**

Spotlight on Tracy Michaels



Q Please tell us about your journey to your current role at PSSI (milestones in your career, education highlights, etc.)

A I started my career in the industry in 1990 at a CBS affiliate in Colorado Springs, where I served as a camera and audio operator, editor, technical director, and director of broadcasts. During this time, I also earned my associate's degree in broadcasting. I then worked in broadcast operations for DIRECTV until 2001, and from 2001 to 2003, I engineered satellite truck operations for Fox Sports in Chicago. I joined the PSSI team in 2003 as a freelancer.

Q Please tell us a little bit about your daily work at PSSI.

A As director of project engineering, I put in about 12-13 hours of work in an average day. This might consist of project engineering for clients, preparing for upcoming jobs, or looking at engineering details to make sure that we are supplying the necessary resources for each project from a transmission and production standpoint. I also oversee encoding and decoding, keep track of project costs, maintain software and handle upgrades, and provide support for engineers in the field. I work closely with our project managers to ensure we're prepared for all aspects of every project.

Q What does the tech management aspect of your role involve?

A As a tech manager, I am one of the key people on-site at an event that helps to bring the various pieces together to make the broadcast happen. When I am tech managing a project, I am responsible for all of technology aspects related to both transmission and production. Leveraging my diverse background in all areas of broadcasting, I oversee integration of all the various technology resources to make sure the project goes smoothly from start to finish. For example, for the Tour of California, where we have to move an entire transmission compound to new locations every day as we follow the race, I make sure that all of the right technology for transmission and production is ready at each new destination to seamlessly continue the broadcast.

Q What are your favorite things about working in this industry?

A It's ever changing, and I get the opportunity to continue to learn and add to my portfolio of experiences and abilities. I get to travel around the world, meet tons of people in our industry, see the differences in how they do things in other countries, and establish partnerships. I love my job, and I'm passionate about what I do — it's challenging and exciting.

Q What is your favorite PSSI memory?

A One of my favorite memories is how I was interviewed. I came to Las Vegas for a car show, and I had been talking with PSSI about possible opportunities. So I called Brian Nelles and said I'd be in the area and would love to talk. We met at the Circus Circus Hotel, and I had my interview in the lobby.

Q If not this career, what?

A I'd probably do something in the outdoors, like back-country travel, four-wheeling or vehicle modifications. I am an avid Jeep lover, and one of my favorite places to go off-roading is Moab, Utah.

Q Please tell us a bit about your family.

A I just celebrated my 10-year anniversary with my wife, Jennifer Hyder-Michaels, who also works at PSSI. My brother, Zane Michaels, and my brother-in-law, Mike Sheehan, work for the company too. I also have a 21-year-old son, a 24-year-old daughter and a 115-pound English bulldog named Maximus.

Q What's something people might be surprised to learn about you?

A I like sitting in airports. They're a great place to people watch. It's a crazy environment, with people of all different ages, backgrounds and nationalities coming and going.