

TRANSMISSION TIMES





Telstra and PSSI Expand Partnership

Telstra Broadcast Services (TBS) has expanded its presence in the United States with the launch of a new Broadcast Operations Center (BOC) at PSSI International Teleport (PIT).

This expanded partnership with us enables Telstra to add U.S.-based managed services — including operations, monitoring, bookings and technical services — to its overall Telstra Global Media Network (GMN) offerings and complements Telstra's existing broadcast operations facilities in London, Hong Kong and Sydney.

“The ability to provide our North American customers with a local operational presence and 24/7 master control room capabilities will provide them a world-class experience and is key to managing their content delivery to Europe and Asia Pacific. We believe our partnership with PSSI will reap benefits for content creators and content consumers on a global scale.”

— Adam Day, Head of Enterprise, Technology and Broadcast Sales, Telstra

The new BOC supports Telstra's ongoing work to seamlessly deliver content worldwide, and their partnership with us enables opportunities for high-

profile broadcast programming, including major sporting and entertainment events, to reach new audiences and expand viewership into more international markets.

The BOC supports live and recorded broadcast transmissions of news, sports and entertainment content, as well as digital broadcasting and IP video delivery. It features a 24/7 facility with a master control room (MCR) for monitoring, bookings, trouble-shooting and delivering connections to major broadcast customers and global teleports.

Our experience in live event management and transmission, and familiarity with the U.S. sports and entertainment market, makes us an ideal fit to support Telstra's delivery of content originating and terminating in North America. The additional services handled through PIT will help ensure smooth operations during events, with our team also handling frame rate conversions, encoding, decoding and uplinks/downlinks of U.S. content.

This initiative represents a significant expansion of the work we've been doing with Telstra for years. Our event-based approach is the foundation for adding another layer of support and reliability to Telstra's broadcast business, while allowing us to leverage the global GMN network as an 'in-house' solution for our customers.

Strategizing Transmission Services for the World Cup Qualifiers

Working on behalf of Fox Sports, PSSI Global Services is strategizing and implementing transmission schemes for nine high-profile South American World Cup Qualifier matches. The events are each originating via satellite from venues throughout South America.

Our Strategic Television team planned the transmission approach, which begins with PSSI International Teleport (PIT) ingesting the feeds, handling the frame rate conversion and delivering the content to Fox's facility in Los Angeles via AT&T Global Video Services fiber with an IP backup path on the Nextologies network.



Once the feed reaches the Los Angeles facility, Fox Deportes produces the show remotely, adding graphics and Spanish and Portuguese commentary with closed captioning. We have an engineer and Strategic Television

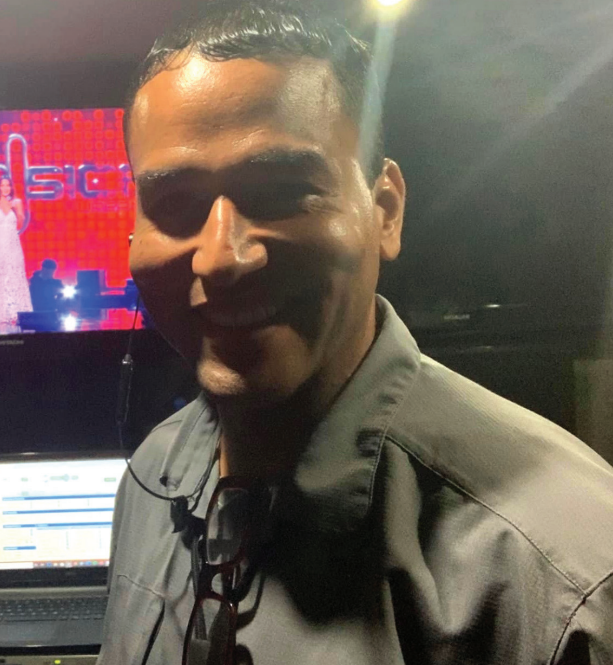
project manager on-site at Fox to complement the engineering staff, assist with quality control for all inbound and outbound signals, and communicate with PPV distributors.

After production, we then deliver the content back to PIT via AT&T Global Video Services fiber, along with an IP multicast on the Nextologies network, which offers a nimble alternative to more traditional transmission methods. From there, PIT uplinks C-band and Ku-band paths for PPV distribution to North American licensees, leveraging Eutelsat 113 and Eutelsat 117. PIT also encodes RTMP streams for PPV distribution to FITE TV.

We have a dedicated engineer at the teleport for all matches to ensure the incoming signals from South America are clean, handle frame rate conversion, oversee quality control for signals leaving the facility and confirm the return signals are clean before uplinking to satellite.

Projects like these require careful planning and a strategic mindset, and once again, Strategic Television is living up to its name. When you combine the knowledge of our engineers and project managers with PIT's ability to seamlessly manage multiple engineering tasks — from ingesting signals and performing frame rate conversion to encoding for streaming distribution and handling PPV satellite distribution — it's a recipe for success.





Engineer of the Quarter: Abi Falcón

“As much as I want, and need, Abi to be a permanent part of the Orlando shop, I also recognize his extraordinary talents. Our customers adore him because of his willingness to do the hard work ... **always with a smile on his face.** His willingness to learn new things is so refreshing. For those who have not had the pleasure to work with Abi, **he is the third hand we all wish we had!**”

– **AJ Miceli**, Vice President, Satcom Division

The Continuing Role of Satellite in the Transmission Ecosystem

BY JASON LAND

In just the first few months of 2021, still very much in the throes of the pandemic, PSSI's satellite trucks worked more than 750 days, and our schedule for the rest of the year is looking even busier than it was before COVID-19 changed the world. Satellite maintains a key position in the transmission value chain with three unique characteristics: remote access, multipoint efficiency and reliability.

Remote Access

Fiber providers often tout their breadth of connectivity, and as a customer-centric transmission services provider, PSSI has partnered with and benefitted from these robust networks. But the simple fact remains that not all locations are wired. An SNG can pull up to a disconnected remote venue and provide a backhaul conduit for a multi-path at-home production, 4K UHD sporting event or 1080p streaming service, as well as scalable internet for the production team.

Multipoint Efficiency

From a distribution standpoint, particularly when it comes to global coverage, satellite's footprint offers the best value proposition. The point-to-multipoint, single-price transponder model incentivizes rights distributors and international sales teams to close deals for which the capital outlay is only a small amortized portion of the regional cost. Essentially, if the transmission is paid for by one or two high-value territories, the tier 2 and tier 3 deals allow for less contentious negotiation and increased brand building.

Reliability

Over the lifespan of the “via satellite” broadcast business, in-orbit failure has been statistically insignificant. And while extremes of weather have the potential to degrade a satellite uplink or downlink, common sense measures such as frequency band selection, increased power levels and secondary receive locations can mitigate these issues. In the transportable earth station space, the presence of a qualified uplink engineer adds a level of oversight and on-the-job expertise that you won't get from a port in an edge device in a venue's equipment room.

To learn more about the continuing role of satellite in the transmission ecosystem, take a look at our recent white paper, available in the news section of our website.

Spotlight on CHERYL LEVING

Q Please tell us about your journey to your current role at PSSI.

A After my college days at Syracuse, my first job was in Master Control at WHCT in Hartford, Connecticut. From Hartford, I decided to make the big move to the West Coast and landed my first LA job on "Love Connection." My next freelance job was working as a production coordinator for a company that produced segments for HBO Entertainment News, which was a fun job for a small town girl, who now got to attend movie premieres, movie lot private screenings and other special events. From there, it was back to the East Coast to join the startup network America's Talking, working as a guest booker. I really enjoyed my time on AT, but decided to move back to LA when Microsoft took over that network to create MSNBC. After yet another freelance coordinator position on a short-lived show for Outdoor Life Network, I was offered an opportunity to finally enjoy a long-term position on a local LA newscast doing Chyron. I once again had the experience of having amazing co-workers, who became (and still are) my friends, and it was tough to say goodbye after 12 years, when automation changed the newsroom workflow landscape. I discovered PSSI through a former work colleague, and then my new adventure began in the transmission world!

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

A Every day is different. In addition to managing the jobs I have with existing clients, it can involve a new client calling for the first time to inquire about a service, a network calling regarding a breaking news story, or a last-minute pool feed inquiry (which then becomes a rapid dialing event as I work internally with everyone to sort out the truck, the engineer, the gear, the travel and whatever else needs last minute wrangling).

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

A I really enjoy talking to everyone throughout the day. Whether it's helping new clients sort out what they need, chatting with existing clients who I have really gotten to know over the years, talking with the engineers to sort out job details, or my evening goodnight check-in call with the teleport crew, it seems like everyone working in this business has a great collaborative spirit.



Q What is your favorite PSSI memory?

A I'd have to say the standout memories involve talking to the engineers and hearing about the situations they've had to handle, especially while working a last-minute news job that I'd send them out to cover. The one memory that sticks in my mind still is what I'll title "Marty in a Hurricane."

Q If not this career, what?

A As much as I've enjoyed my interesting and varied TV path, the original dream was to work on a scripted sitcom or drama series, so that's what I'd be doing.

Q Please tell us a bit about your family.

A I'm the proud mom of my furry kids, Lucy and Ricky, 4-year-old rescue dogs from a Louisiana shelter evacuated in advance of Hurricane Harvey. My husband and I first met when we both worked on "Love Connection," but we didn't start dating until years later after I left the freelance world and decided to finally settle in LA.

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

A A few of my PSSI colleagues do know about my late-night project, which is working on my nonprofit wellness site for cancer survivors, ResearchforWellness.com. I seem to find the creative inspiration (and the quiet time needed to write) in the late evenings, and it's been my way to give back after my own journey with cancer.