Case Study | Service Provider - USA

Challenge

Headquartered in New York, this service provider connects viewers around the world to live events bringing them the content they want across linear TV, on demand and streaming platforms. They have owned a playout facility in Los Angeles for several years now, and use Pebble Automation for the playout of 6 linear channels. In 2021 they were approached by a client to play out live sporting events. Their client wanted a playout system that presented minimal delay from when the live action took place to when the viewer saw it, due to the rigorous timing demands of live betting. The client also wanted the system to support ST 2110, to be operationally capable in a live, fast changing environment and to support UHD in the future.

The solution outputs 7 HD channel feeds from 7+7 Pebble Integrated Channels with ST 2110 and SDI input and output. The live feeds received from stadiums carry SCTE-104 messages which are decoded to SCTE-30 triggers that control automation playlists, switching from live feed to pre-recorded content. In addition, SCTE-104 messages, driven by automation playlists, are output on each Integrated Channel to support downstream video insertion by their client.

Solution

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They use iCap Subtitles (EEG) to generate live captions on the channel output. This works by the Integrated Channel sending audio to the EEG captioning servers over the internet. EEG returns a caption feed which is inserted into the channels ancillary data output.

The service provider uses the Integrated Channel Nielsen Writer to add watermarking functionality to its outputs. This adds a unique code to the channels audio track that can only be decoded by an end user's Set Top Box.

Pebble Remote Smart Panels have been created which allow operators to enable or disable channels reacting to incoming SCTE-104 and to enable or disable Nielson watermarking as and when required.

Result

The system has been running for several months, during a parallel testing phase and go live was successful in Autumn 2022.

Talk to us

Let us help you. We're ready to answer your technical and commercial questions, and explore how we could work on a solution together with you, so do get in touch with our team.

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