

Media Solution Suite

Broadcaster •
Content Provider •
Service Provider • Enterprise



PCCW Global Media Solution Suite

PCCW Global has over 30 years of experience in the media industry and has been a trusted partner for international broadcasters and service providers. The innovation of the company extends with the expanding portfolio of solutions in the video value chain of the fast-moving multi-screen video market.

Video Contribution and Distribution

PCCW Global offers an integrated global satellite and fiber infrastructure to support global video contribution and distribution. We have enabled many international broadcasters to get important TV coverage to their audiences. Such events of worldwide appeal have included motorcycle and car racing, soccer, tennis and basketball at the very highest levels, as well as Olympics action.

We provide a comprehensive suite of services such as PAL/NTSC conversion, frame-rate conversion, HD/SD support and many others.

Satellite TV Network

Headquartered in Hong Kong, PCCW Global has established the largest commercial teleport in the region with more than 30 earth stations. We own similar facilities in Europe and Africa, and establish partnerships with satellite and teleport operators in other parts of world.

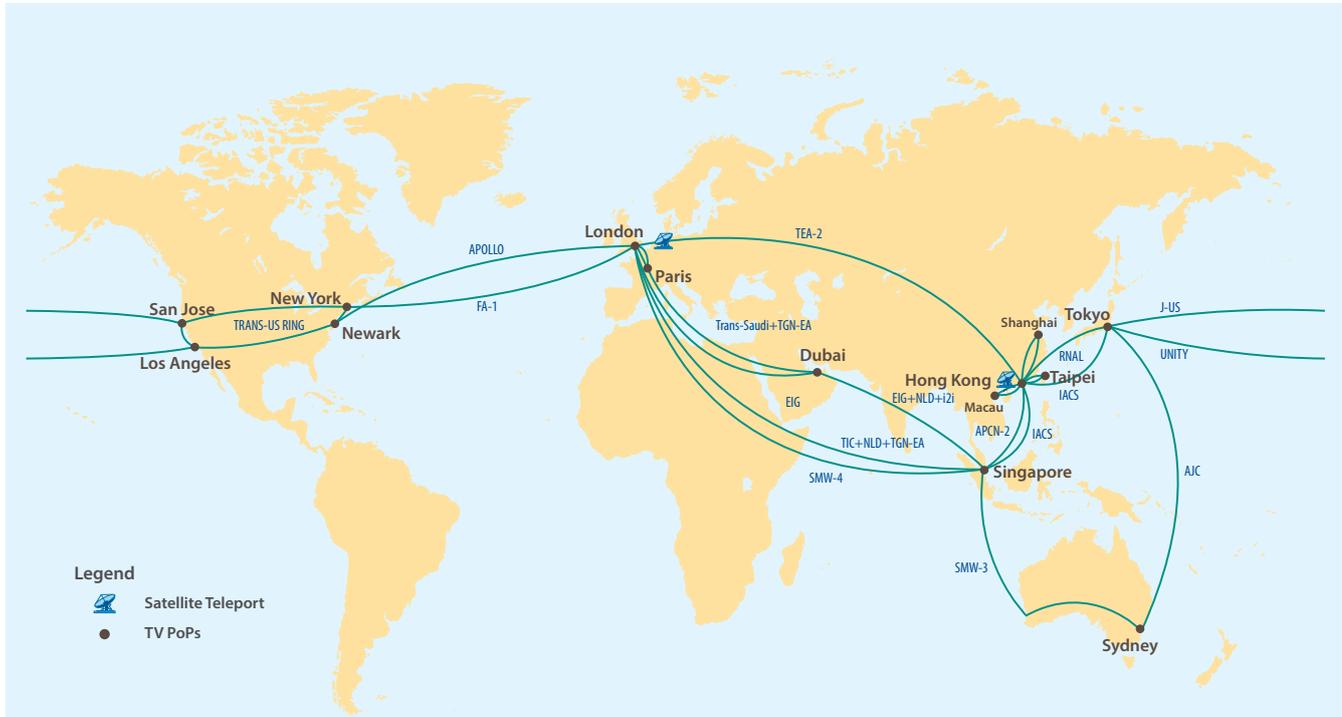
Global TV Network (GTVN)

Advances in technology have meant that TV broadcasting has evolved from analog to digital and now high definition is a de-facto standard. Transportation of digital video content internationally has traditionally been served by satellite transmissions. However, with the increase in bandwidth requirements for carrying high definition video content, it has become very costly to contribute video content point-to-point or point-to-multipoint over satellite (although satellite is still the most cost effective way to distribute to mass receiving ends). The media sector is converting to adopt diversified fiber transmissions as the means of carrying video content from the source to the mass distribution headends.

PCCW Global deployed GTVN, a video switching platform over its cable infrastructure, to offer a true managed end-to-end global video contribution solution. Apart from extensive global coverage and robust backbones, the GTVN platform supports Simplex transmission and video multicasting for cost-efficient point to multi-point video content delivery. Coupled with PCCW Global satellite teleport presence, the integrated platform provides a highly customizable, reliable, end-to-end solution for worldwide contribution and distribution of video content.



Global TV Network (GTVN) coverage map



We provide connectivity to the following media hubs/networks:

- Hong Kong Switch (HK)
- The Switch (US)
- Pacific Television (LA)
- Arqiva (UK)
- BT Switch (UK)
- Encompass Switch (NY)
- Nexion (JP)
- Softbank Switch (JP)
- China Cable Network (CN)
- AsiaSat Teleport (HK)
- ApStar Teleport (HK)
- IntelsatOne (US)
- Kordia (NZ)
- Bell TOC (CAN)
- Sky Racing (AU)
- Telemedia (SA)
- Encompass (SG)
- Mega-I (HK)
- IMG (UK)
- now TV (HK)
- TVB (HK)
- CTM (Macau)
- StarHub (SG)
- ABS Teleport (HK)
- Paris TV Center (PAR)
- Stanley Earth Station (HK)

Transcoding

The rapid uptake of content consumption on multi-screen has presented a challenge to broadcasters, service providers or content providers to prepare the appropriate formats optimized for consumption on the increasing variety of devices. The uncertainty on the evolution of the different competing formats further adds to the complexity on the CAPEX investment decision for the corresponding transcoding platform.

PCCW Global offers a cloud transcoding solution that dramatically simplifies the content transcoding process with presets for a wide variety of devices and flexible workflows. The transcoding solution offers a pay-as-you-go model to provide flexibility for the broadcasters, service providers and content providers.

Delivering broadcast quality content at limited bitrate is always a challenge and also a differentiator for the multi-screen applications. This is particularly important in emerging countries with limited network bandwidth. The PCCW Global transcoding solution outperforms the market by transcoding content in superior broadcast quality and low bitrate even for the most challenging fast-moving sports scenes. This gives service providers and content providers a competitive advantage to uplift the customer multi-screen video experience without increasing their network investment.



OTT Video Service

PCCW Global's Hosted OTT Video Service offers broadcasters, service providers and content providers a rapid, low risk, cost-effective entry into the OTT Video market with a fully managed and integrated hosted solution.

The Hosted OTT Video Service enables operators to deliver a full range of advanced digital video services, taking advantage of PCCW Global high performance, secure Global CDN (content distribution network), integrated content management system (CMS) and Electronic Programme Guide (EPG). The OTT TV Service supports a wide variety of business models and extensive analytics to facilitate operators to experiment different models to maximize monetization of their content.

The service is offered as a white label product and can be scaled to meet the needs of all audience sizes from small niche communities to global markets. Entering the market with this hosted solution helps operators avoid the capex intensive infrastructure or specialist staff typically required to build and operate an IPTV service and allows them to focus on their business requirements.

Content Delivery Network

The PCCW Global CDN Network has been built to optimize the delivery of large files and video on-demand. The network allows users to bypass the congested public internet and experience video in high definition on their laptop, tablet or smartphone with picture quality that is almost as good as being at the event. Our feature-rich CDN service is delivered via 22 global 'Super POPs' at strategic global locations near primary Internet Exchange Points, all with massive computing and caching power.