

# MEDIA EXCEL CASE STUDY

CLIENT: ENCOMPASS DIGITAL MEDIA  
VAR: GARLAND PARTNERS LIMITED



Global digital media leader, Encompass Digital Media, chooses Media Excel's HERO platform for the new-look Channel 5

## CLIENT DESCRIPTION

Encompass Digital Media, a leader in digital media services, owns and operates state-of-the-art broadcast facilities throughout the United States, Latin America, the UK, and Asia. The company's mission-critical media services provide broadcasters, cable networks, corporations, and government entities with customized solutions for the management and distribution of content.

With global access to large satellite and fiber footprints, Encompass has 24/7/365 teleport facilities and technical personnel across the US and in Argentina, the UK, and Singapore. The company employs unparalleled expertise through its full range of service offerings, such as: network origination; central casting; cable neighborhood platforms; disaster recovery; satellite and fiber transmissions (full time and occasional use); a fleet of satellite uplink trucks; digital media encoding services; digital file transfers via satellite, fiber and IP; emergency communications; governmental SATCOM; production studios; and video production services.

Encompass' UK digital media arm — with which Garland Partners works — has played out such high-profile programs for Channel 5 (the UK's fifth terrestrial television network) as *Celebrity Big Brother*, *The Wright Stuff*, and *American Idol*, as well as cricket and boxing coverage.

## BENEFITS

- Unmatched video quality and reliability
- Clients' costs for preparing VoD files and for live streaming are significantly reduced by using the HERO 5400 platform for both
- Ability to produce high-quality video and audio streams in multiple formats to all media devices: PC, TV, mobile and tablet
- Use of same centrally managed environment for separate VoD and live workflows allows sharing of presets and monitoring infrastructure
- Options for cloud-based solutions are available to fulfil temporary peak requirements

## CHALLENGES

With live streaming and video-on-demand (VoD) use soaring, Encompass London needed a solution that was seamless and integrated for all its playout and facility needs. They required a solution that was reliable as well as cost-effective.

## SOLUTION

After an extensive search through the various competitive offerings, Media Excel's HERO platform—provided through Garland Partners — proved the most-fitting solution.



The Media Excel HERO 5000 platform now installed in Encompass' London facility is ideal for high-density, live streaming or VoD encoding/transcoding. Media Excel's HERO product series is the most flexible and reliable multiscreen transcoding software, providing the highest video quality on any screen.

HERO is the only multiscreen software on the market that is available on multiple platforms providing the ultimate flexibility: standard x86 servers, virtual software running on existing servers for cloud transcoding services, or Media Excel's scalable DSP acceleration modules, providing the greatest density and power efficiency while offering unmatched multiscreen HD delivery. HERO, is a truly flexible multiscreen transcoding solution that scales with business growth and eliminates frequent rip and replace of equipment.



**MEDIAEXCEL**

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## TECHNICAL DETAILS

MEDIA EXCEL HERO 5000 SERIES

### Options for Encompass Digital Media:

#### Multi-Channel

- HD-SDI x 4 input channels per 1RU platform

#### Multi-Purpose on same platform

- Live – HD-SDI to multiple output encoded streams in both HLS to iOS devices and RTMP (flash) to PC/web
- VoD – File input – transcoded to 10Mbps MPEG-2 TS file

## MULTISCREEN IN ACTION

Media Excel's client roster is made up of some of the most trusted names in media, serving millions of users daily across the globe. They trust Media Excel to deliver Versatility, Scalability, and Flexibility to keep their media workflows operating efficiently, and to keep their viewers coming back for more.



## SOLUTION CONTINUED

Encompass provides the capabilities to create and distribute media for a variety of VoD services as well as live IP simulcast services. By implementing custom-automated workflows, they have reduced their clients' costs for preparing VoD files. While constantly raising the bar to streamline their VoD workflow, they have secured reliable, cost-effective means of distributing deliverables to all VoD outlets: cable, IPTV, DTH, telco, and mobile platforms.

"The expeditious reaction on support to facilitate integrating the HERO platforms into our transmission facilities workflow has been admirable. It has been wonderful to work with such a responsive and professional team from both Media Excel and Garland Partners."

**James Crossland**

Vice President of Technology Platforms, Encompass

Encompass's initial application for the HERO platform was VoD delivery for the new-look Channel 5. The platform generates a source video file that has been live captured to file from Encompass' London transmission control room. This file might contain advertisements, bars & tone, black, clocks, and other control items that shouldn't be delivered to consumers. It is saved as a .ts archive before being ingested into the editing suite and the source file is transcoded to 15 unique delivery platforms.

For the new series of *Big Brother*, Encompass made substantial use of the HERO encoders providing live capture (file to VOD platform) as well as IP simulcast on 3X channels as multi-bitrate RTMP and HLS stream.

Garland Partners helped Encompass integrate its workflow with Akamai, which ultimately resulted in direct RTMP and HLS delivery to Akamai without going through an additional Zencoder. This was the best option from quality, reliability, and cost perspectives, and was a landmark service for Encompass, as it was the first time in the UK they had directly streamed high-profile live IP simulcast channels.

"The in-depth technical support has been outstanding," says James Crossland, Vice President of Technology Platforms for Encompass.

FOR FURTHER INFORMATION PLEASE CONTACT:

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