

YOUR SPORT ON THE SPOT

SATELLITE NEWS AND VIDEO TRANSMISSION SERVICE FOR ALL SPORTS AND LEAGUES

With social media and video networks like Facebook, YouTube and Twitter becoming increasingly popular, demand for video content and information across all sports and leagues is growing. From the premier league to Sunday league, every fan wants to see their team in action. With Eutelsat's Newspotter service, you can transmit coverage and data with high-quality mobile recording equipment.

The key to this engaging information is the provision of up-to-date high-quality video and audio content. Major nationwide TV channels usually transmit large sporting events using high-end SNG systems mounted on trucks, which are very expensive to purchase and operate; this is not a viable solution for sports and leagues with smaller audiences.

On the other end of the spectrum, low quality content uploaded on the web, often long after the sport event has taken place, fails to truly engage with a modern audience accustomed to HD quality.

As a solution, Eutelsat Broadband has developed the Newspotter service. With the support of partners across Europe,

Newspotter provides high quality live video production at a very competitive price-point.

Content can be uploaded to any platform live or immediately following the event. This is achieved through lightweight kits with small antennas; simple and easy to deploy anywhere.

Newspotter is a unique solution, not only for event managers, sport leagues, media production companies and bloggers, but also for TV and radio broadcasters wishing to cover smaller events at lower costs.

KEY ADVANTAGES

- Affordable, high performance and reliable service
- Scalable speeds up to 10 Mbps
- Availability across Europe, parts of North Africa and Middle East
- Low cost satellite terminals
- No need for investment into own infrastructure
- Standard or Ad-hoc deployments

REFERENCES



USAGE SCENARIO

The Newspotter service is an easy-to-use news transmission service. The mobile antennas are small in size, starting from 0.7m up to just 1.2m diameter. With Eutelsat Broadband's partners, solutions for fly-away, carry and car mounting are also available.

It's even simple to transmit from remote locations, which would usually be impossible to reach with a traditional truck-based SNG solution.

Newspotter is also a two-way communication system that can be used by the crew to exchange data or set-up voice calls with the studio team.

At sport events it offers the advantage that it doesn't share capacity with other users nearby, like when using a mobile network. Newspotter offers dedicated capacity independent from any other networks.

The figure below demonstrates the standard Newspotter set-up.

ADVANCED MODEM

- Metal box IDU
- 77cm/3W or 120cm/4W ODU
- Dual processor
- Layer 2/3 capability
- 45W electrical power usage

