

A CASE STUDY OF:

MEDIASTREAM POWERS NORTH AMERICAN BROADCAST NETWORK



The Company



Founded in early 2008, MediaXstream provides carrier-neutral, high quality transport and managed network services for the production and broadcast industries. Operating the largest national DTM network, MediaXstream specializes in transporting flawless digital and high definition (HD) content in its native formats as demanded by sports, TV and film production, news, mobile and compressed IPTV. The company is

focused on providing network solutions that handle uncompressed or lossless compression HD signals so producers and broadcasters can deliver higher quality programs more economically.

While the media industry is adopting HD video in 1080i, 1080p compressed and uncompressed formats, the need to deliver standard definition (SD) programming remains. MediaXstream bridges current operations with the demands of emerging new technologies. As a result, MediaXstream deepens available service levels for sports, news and entertainment broadcasting.

The Issue

In today's multidimensional broadcast environment, MediaXstream needed to provide its customers with a flexible platform to transport a combination of rich video services including compressed or uncompressed SD/HD/3G-SDI, analog and digital for sports, entertainment and news broadcasts. MediaXstream knew it needed to prepare for an intra-country network upgrade to support new services by adding flexible bandwidth capabilities for packet-rich, on-demand video streams.

The shift from standard to high definition video is a catalyst for increased bandwidth for media transport. Uncompressed video is preferred for digital television as it minimizes pixilation and latency, making for a better quality picture. MediaXstream needed to implement flexible solutions that deliver the bandwidth and guaranteed QoS required to support a mixture of video files, including real-time compressed and uncompressed SD and HD video files.

A CASE STUDY OF:

MEDIASTREAM POWERS NORTH AMERICAN BROADCAST NETWORK



The Solution

The team at MediaXstream consists of seasoned industry veterans whose experience enabled them to quickly recognize customer needs based on market demands. They turned to Net Insight's unique media transport products. MediaXstream chose Net Insight's Nimbra 600 platform to carry real-time traffic for professional media companies across the U.S. With this technology, MediaXstream's network delivers high capacity transmission-capabilities for uncompressed and compressed HD or SD video and data services.

The Nimbra 600 series products are next-generation media, multiservice switches designed to meet the rigorous present and future needs of the professional media industry. The Nimbra 600 series products provide the industry's lowest cost-per-bit switching and include high switching capacity, end-to-end provisioning and restoration, full topology support and unique multicast support. Furthermore, the media and datacom interfaces such as SD/HD/3G-SDI, ASI, AES/EBU, Ethernet, T1/E1, OC-3/STM-1 and Time Transfer are available direct in the switch avoiding external network adapters that add cost and management complexity.

All Net Insight technology is backwards-compatible, allowing MediaXstream to layer new Nimbra platforms onto the existing Nimbra 600 switches to accommodate future needs. The Nimbra 600 switches can be coupled with the Nimbra One/Nimbra 300 series of multiservice edge and access switches. From a transport and management point of view, this provides operators with additional network switching options to meet unique needs.

The Nimbra 600 series currently has two products: (1) the Nimbra 680 contains a compact 6RU chassis housing 12 slots for plug-in modules (two slots are dedicated to redundant switch modules and two for redundant control modules, leaving 8 slots for traffic interface modules), and (2) the Nimbra 688 which is 10 RU chassis with 16 slots for traffic interface modules.

Most importantly, the Nimbra platform achieves 97 percent bandwidth utilization and 100 percent quality of service, making it the most capable switching platform on the market. This platform allows MediaXstream to provide its customers with the highest quality services to meet their video production demands.

The Results

MediaXstream signed a contract with Net Insight in February 2008 for the Nimbra 600 platform and 60 days later, completed the initial launch thanks to complete support from the Net Insight team throughout deployment.

MediaXstream was able to build out the first phase of its network using the Nimbra platform in 17 of North America's largest cities, including New York, Washington DC, Houston, Dallas, Chicago, Los Angeles and the San Francisco Bay Area. Since installation, MediaXstream has sustained its deployment decision by ordering an additional three platforms.

"As the provider of local and long haul transmission services for the biggest names in the media business, MediaXstream is extremely selective in what technology we use in our network," said Wayne Price, CTO of MediaXstream.

"With Net Insight, we can deliver a leading, all-digital network that exceeds the growing needs and demands of our customers."

Wayne Price, CTO of MediaXstream