

Case Study – National Geographic Channel Finland

Business Situation

National Geographic Channel (NGC)'s viewers in Finland were receiving the Swedish feed. To sell local advertising and put the channel on Finland's time zone, FOX International Channels, the media company responsible of NGC's distribution, required a cost effective solution to create a new localized feed.

Technical Requirements

- The channel required both a Full-HD h264 and SD mpeg2 output streams.
- The Full-HD and SD versions of the channel required differentiated graphics as the logo for the HD channel is different than the logo for the SD channel.
- Playout had to be done at a remote third party facility from where the fiber distribution to the cable headends was setup.

Solution

With Inetsat's platform, FOX International Channels was able to cost effectively meet all their requirements by fully playing out the new National Geographic Channel Finland feed in both HD and SD using a single set of primary-backup Inetsat video servers.

Additional Benefits

In addition to meeting all their needs, by using Inetsat, FOX International Channels gained the following additional benefits:

- **Minimal operational overhead:** By using a single platform with single set of media files and playlist to manage both the HD and SD versions of the channel including differentiated graphics and subtitles, the new feed was created with minimal operational overhead.
- **More operational flexibility:** Inetsat's cloud integration and automated remote operation enables FOX's operations team to upload the media from one location, manage the playlist from another location and have the video servers that playout the channel at another location.
- **Legal recording at no cost:** By using Inetsat's built in transport stream recording feature, FOX is able to store a low resolution low bitrate copy of the channel for several months to comply with regulatory requirements without any additional equipment.
- **Lower datacenter cost:** By packing all the above mentioned capabilities in Inetsat's 1U short depth rack mounted video servers, the datacenter hosting costs were kept to a minimum as the full playout of National Geographic Finland is done in just 2U of rack space (1U for the primary server and 1U for the backup server).

About Fox International Channels

FOX International Channels (FIC) is 21st Century FOX's international multi-media business. We develop, produce and distribute 300+ wholly and majority-owned entertainment, sports, lifestyle, factual and movie channels in 44 languages across Latin America, Europe, Asia and Africa. FIC's core channel brands include FOX, FOX Sports, FOX Life and National Geographic Channel. FIC's movie channels include FOX Movies, FOX Movies Premium, Star Chinese Movies and Moviecity. These networks and their related mobile, non-linear and high-definition extensions reach over 1.6 billion cumulative households worldwide.

FIC distributes in Finland the channels FOX, National Geographic Channel, National Geographic Channel HD, Nat Geo Wild and Nat Geo Wild HD