

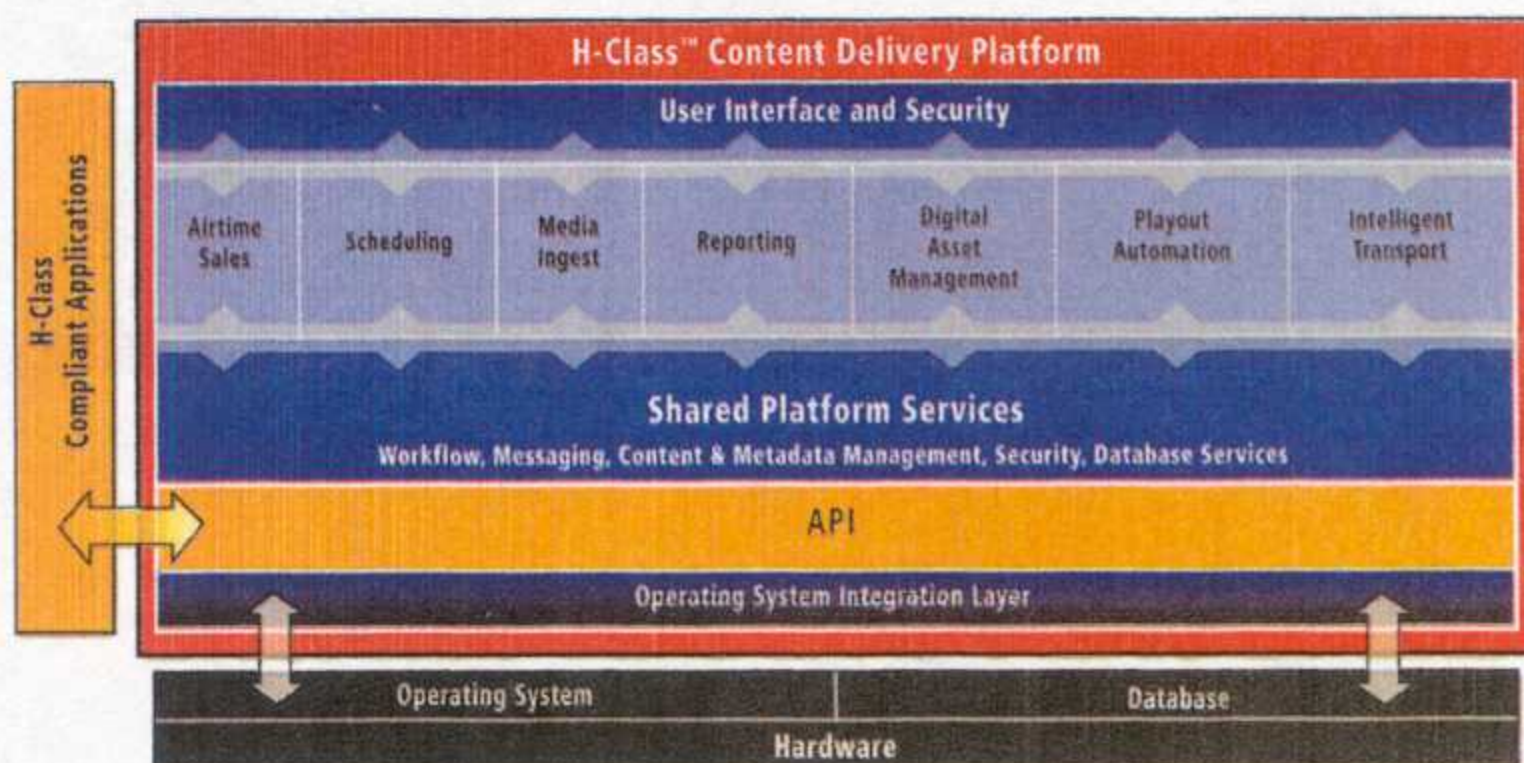
HD, IPTV solutions for Asian broadcasters

BY STEPHEN WONG

The broadcast industry in the region is starting to experience solid market performance this year after what have been a number of challenging years for the market. Business, which is strong across both geographies and industry segments, is particularly robust in Asia. In China, disposable consumer income has increased, advertising has expanded and broadcast capital-equipment spending is taking off.

The digital transition continues to bring steady business across the industry, as broadcasters worldwide are recognising the many revenue-increasing opportunities DTV presents, such as adding an SD channel devoted to news, sports and weather. HD is the leading growth segment of the professional video industry — particularly in countries such as South Korea, Japan and Australia. This is why broadcasters in the region are looking for format-flexible solutions to see them through the transition.

Another key area of interest at broadcast trade shows this year is IPTV. As consumers become increasingly technology-savvy, living in a wireless



Harris IPTV-enabling solutions include the H-Class suite of integrated media management applications for automation, programme scheduling, and traffic and billing.

time-shifted world, they want their content delivered to whichever device they choose, whenever they choose. This trend is presenting significant opportunity for cable and satellite providers, HD broadcasters, and telcos in the area of IPTV.

Meanwhile, on the HD front, the number of outlets available for consumers to access content has continued to grow in 2006, presenting broadcasters with the opportunity to provide content to meet an ever-increasing demand. Of course, the demand for HD content in countries such as Japan and the US means that production companies supplying programming internationally must be working with HD-compatible formats.

Because it will continue to be a mixed environment for a number of years, broadcasters continue to demand cost-effective integrated solutions that will see them through the HD transition. Format-flexible systems are essential for industry professionals to capitalise on this trend.

Manufacturers creating the most buzz at trade shows are those providing a cost-effective HD migration path, and facilitating integration of separate SD and HD workflows into a single, seamless environment.

Companies like Harris are focused on delivering flexible, multi-format solutions that make an investment in future-proof equipment worth the slightly higher upfront outlay — even if initially used only for SD. The expanded Harris portfolio, which now includes Leitch video-editing and Inscribe graphics systems, will be able to meet broadcasters' content-creation requirements in both SD and HD.

Harris also offers a comprehensive range of SD/HD content-management products, including master-control and branding systems; signal-processing infrastructure; video servers and newsroom solutions; monitoring and control systems; test and measurement equipment; and software products that scale from simple point solutions to total content-delivery platforms.

In the area of content distribution, Harris counts among its variety of SD/HD

multi-viewers; digital signage solutions; and networking equipment. For content delivery, the Harris name has long been synonymous with robust, reliable TV-transmission equipment, setting the pace for TV's transition from analogue to digital technology.

As to IPTV, we see consumers adopting IP-enabled devices such as mobile phones, personal computers, digital cameras, MP3 players, set-top boxes, personal video recorders and HD-capable displays, due to the demand for a converged home environment, which presents an attractive business opportunity for the broadcast industry. Significant opportunity exists for telecom operators, cable companies and HD broadcasters to profit from this burgeoning market.

Harris' comprehensive IPTV offering spans three key layers of the IPTV architecture: Content management; infrastructure and network management; and test and monitoring. This offering enables service providers to create and deliver complex cross-delivery advertising campaigns, programming playout and other network-based services across a broadband network infrastructure.

Harris IPTV-enabling solutions include the H-Class suite of integrated media-management applications for automation, programme scheduling, and traffic and billing; NetVX multi-service video networking products; DTP digital turnaround processors; signal-processing equipment such as the Leitch X75 HD/SD multi-path/synchroniser; Panacea, Integrator Gold and Platinum series routing switchers; Leitch Nexio servers; Videotek test-and-measurement equipment; and SuiteView multi-viewer systems.

Harris has IPTV deployments throughout Asia with some of the most advanced telecommunications networks in the world. Customers benefit from choosing Harris as their single IPTV source because its solutions are designed to work together under common business rules, improving the system's overall reliability, efficiency and scalability.

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