

Distribution

Satellite

WRN Broadcast is able to deliver your content anywhere in the world via satellite. Whether you are looking to use satellite to distribute content to cable head ends or via a DTH (Direct to Home) platform, WRN Broadcast has the experience and technical expertise to deliver your service in SD, HD and 3D.

We have a strong working relationship with a range of earth stations around the globe and our consultative approach allows us to develop an end-to-end solution that is tailored to your individual requirements. It is this approach, underpinned by our technology solutions, that allows us to work with you to tailor a solution that best fulfills your specific requirements.

We have a solid focus on DTH platforms in the UK, such as Sky and Freesat. Using a DTH platform allows your content to be delivered via satellite to a small elliptical dish on the end user home, providing easy access to your content.

Fibre Connectivity

Using our extensive fibre connectivity will enable your content to be delivered anywhere across the globe, in any format you require.

With security at the fore, you can be safe in the knowledge that we're connected into some of the



largest and most secure networks available, giving you peace of mind that your content will be delivered safely and securely.

WRN Broadcast can offer you access to major teleports, CDN's or POP delivery, both internationally and domestically, using the latest fibre-optic technology.

For further information please contact our sales team on:

US Toll free 1-800-239-2114

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or alternatively email us at:

sales@wrnbroadcast.com

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WRN Broadcast and Wananchi partner for distribution of content in East Africa

Introduction

- Wananchi Group Holdings (WGH) was seeking a partner to manage and playout a range of SD and HD TV channels for its triple-play Zuku platform in East Africa.
- Wananchi's Zuku platform is the first triple-play provider to launch in East Africa. It gives the local population access to excellent content and services at affordable prices.
- Wananchi needed a robust delivery method due to the high profile nature of the pass-thru services. The partnership with WRN Broadcast hinged on the fulfilment of the SLA's stipulated by the broadcaster.
- WRN Broadcast's international satellite and fibre connectivity, location and unique cost-effective solution met Wananchi's requirements with ease.
- WRN Broadcast also previously provided distribution services to deliver 16 channels including VH-1, MSNBC, Nickelodeon, MGM, France 24, Al Jazeera and many more for Wananchi.
- This is WRN Broadcast's first mass channel delivery between the UK and Africa.

Solution

- WRN Broadcast is responsible for the playout, multiplexing and distribution of 34 of Zuku's 100+ channels, alongside the ingest and content management of their premium Zuku branded channels, including five high definition channels.
- Via its London teleport, international satellite network and global fibre connectivity, WRN Broadcast provides Wananchi with the ability to receive services from almost any broadcaster worldwide.
- WRN Broadcast then encodes and multiplexes all services into multiple transport streams for onward delivery, via its POPS at major international data centre's and dedicated fibre, to Wananchi's presence in Nairobi.
- The technology used includes a state of the art RF system, Pharos MAM, PubliTronic Playout Servers, Evertz Routing and Glue, DDN Storage System

Harmonic Electra 8000 Encoders and new Harmonic Pro Stream 1000 multiplexers.

- Four of Zuku's eight movie channels are in HD, showing films from some of the world's most successful studios. Zuku Life (documentary), Zuku Afrika (general entertainment) and Zuku Sports (also in HD) round out the offering.

Result

- Wananchi benefits from a reliable, robust and cost-effective solution, and its customers benefit from Wananchi's ability to offer previously unreachable channels.
- Richard Bell, CEO, Wananchi Group, says: "Wananchi's intention has always been to offer East Africans the opportunity to watch the best local and international content. WRN Broadcast understands this, with their well-engineered broadcast solutions combined with our commitment to top quality content and services such as HD, we believe we're in a fantastic position to do just that."
- This is stage one of a long term, multi-channel agreement, with further channels launching shortly.

For more information about WRN Broadcast and its complete portfolio of services, refer to www.wrnbroadcast.com

