

Playout

WRN Broadcast is a premium provider of all media management and playout services. We can create a bespoke technical solution, tailored to fit your specific business needs.

At WRN Broadcast we can accommodate any delivery format from tape to digital file delivery. Your content can be stored on our Data Direct Network storage platform enabling an easy and fluid workflow for media management and playout.

Efficiency & Modularity

WRN Broadcast can offer clients a customized, cost-efficient modular solution by utilizing a unique "pay for what you use" model. From a simple channel with a bug playout, to high-end and feature-rich graphically branded playout channels, WRN Broadcast offers a fitting solution for a wide range of branding and playout applications via PubliTronic Nexus Servers.

From receipt through to delivery, all of your media will be managed by Pharos Mediator 4 – one of the highest specification content management and playout platforms available, allowing easy access to your content.

Services include:

- SD / HD and 3D playout capabilities
- ✓ Ingest Formats – Digi Beta, Beta SP DVCam, HDCam, XDCam, DVC Pro and/or digital file delivery
- ✓ File receipt and delivery
- ✓ Unlimited graphic insertion – integrated clips, text, animations, audio, tickers, crawls, logos, 2D and 3D effects, DVE squeeze
- ✓ Free form graphics creation
- ✓ Secondary events - WSS, AFD, Teletext
- ✓ Subtitles – DVB and In-vision
- ✓ Multi language audio



Content Management

- ✓ Storage and archiving
- ✓ Remote browse access
- ✓ Metadata management

Playout to multiple platforms

- ✓ Satellite
- ✓ IPTV
- ✓ Web streaming
- ✓ Mobile devices
- ✓ Fibre POPs

Additional Services

- ✓ Channel scheduling
- ✓ EPG management
- ✓ Ofcom compliance.

For further information please contact our sales team on:

US Toll free 1-800-239-2114

T +44 20 7896 4020

or alternatively email us at:

sales@wrnbroadcast.com

www.wrnbroadcast.com



WRN Broadcast and Wananchi partner for HD playout of triple play platform

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, 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 centres 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

