

Keeping up with the industry's changing needs

Content providers and broadcasters looking into storing, managing and deploying content can count on SingTel (**booth 1V3-07**) to provide them with a wide range of broadcast solutions. Lim Kian Soon, head, Satellite, SingTel, reveals to the **Show Daily** its offerings which have been designed to keep up with the broadcast industry's evolving needs.

What solutions is SingTel highlighting at the show — particularly those geared for broadcasters and other content providers?

Lim Kian Soon: We are showcasing a whole suite of innovative broadcast solutions — deep archive cloud storage, playout solutions for different tier of customers, over-the-top (OTT) solution, uplink/downlink, disaster recovery and Occasional Use services.

Our revamped playout solution allows us to support HD content and redundancy. It

helps broadcasters and content providers keep up with evolving viewer demand. With our playout solution, broadcasters and media companies can stitch various content packages together and also insert advertisements. This new service helps customers better manage their content and scheduling.

Our OTT solution supplements the value of live and near-live sports events by making the content flexible for the new generation on second-screen connected devices such as tablets, smartphones

and laptops. This innovation gives the new generation the ability to view content the way they want and from the angle they want to view it.

Our Cloud Storage solution removes broadcasters' burden in terms of cost and technology risk of operating own Content Storage Management (CSM) infrastructure, and augments such installations to provide disaster recovery or cloud-based distribution nodes. Our local on-premise appliance-based cloud cache is able to integrate and deliver seamless integration with



“SingTel is always in the process of working with suitable technology partners to provide new technology to suit consumers' needs.”

— **Lim Kian Soon,**
Head, Satellite, SingTel

broadcasters' media devices.

All these exciting solutions offer broadcasters the opportunity to reshape their business and optimise user experience.

How are SingTel's facility and services deployed in the Asia-Pacific region?

Lim: Major broadcasters are using SingTel's teleports as disaster recovery sites, bundled with uplink, downlink and playout services.

What benefits would broadcasters receive if they use SingTel's broadcast or content management solutions?

Lim: With more than 35 years of experience in fixed satellite services, we have established a footprint that covers Australia, New Zealand, the Pacific Islands and more than 100 countries across Asia, the Middle East and Africa. Our recent launch of ST-3 in February delivers high-power C-band coverage to fulfil broadcasting requirements in the African continent and beyond.

SingTel Satellite owns three teleports that point to more than 30 satellites and is supported by an extensive terrestrial network of more than 200 PoPs in over 160 global cities. We have dedicated manpower with broadcast expertise and world-class infrastructure such as Tier 3 data centres. In the event of disasters, we have site diversity that is set up within two teleports to provide disaster recovery. Our customers can have peace of mind knowing that we are always committed to our service delivery.

What do you think of 4K? Is this something that SingTel in one way or another be

involved with in the future?

Lim: There has been a lot of talk about 4K. 4K will be a general progression from SD to HD and then to 4K. Recently, we see 4K displays with bigger screens and better resolution being used in Asian regions, which will drive the demand for more 4K content. SingTel has always been a leader in the market that embraces technology. When the time is ripe, our infrastructure will always be ready to support customers looking to adopt 4K.

Aside from 4K, what other technology trends do you think SingTel will play a role in?

Lim: SingTel mio TV is a pay-TV service that leverage a very established IPTV platform in Singapore and OTT is introduced as a service under “mio TV Go” to consumers where they can watch live streams of their favourite programmes any time, any where on their mobile devices.

SingTel is always in the process of working with suitable technology partners to provide new technology to suit consumers' needs.



Major broadcasters are using SingTel's teleports as disaster recovery sites, bundled with uplink, downlink and playout services.

