

# Key trends that could change the broadcast industry

BY LIM KIAN SOON

With the ever-changing and evolving media business landscape, it has impacted how broadcasters and consumers digest media content. Broadcasters would need to find creative ways to engage their consumers by meeting their immediate needs, to learn how to monetise from these engagements and to deploy differentiated user experience or risk getting left behind. Some of the key trends that could change the broadcast industry are:

## Proliferation of OTT

The entrant of over-the-top (OTT) platforms has disrupted the established and traditional cable/satellite TV businesses. With an increasing affluent population, high adoption rate of smartphones and tablets is driving the popularity of OTT. It is also not uncommon to find consumers

with more than one smart device. Telcos also provide consumers with higher data speed that enable consumers to surf the Web and watch their favourite dramas on-the-go.

In addition, with the more advanced smart devices that comes with sophisticated connectivity and the growing availability of Wi-Fi networks, the adoption of OTT is growing strongly, and significantly. Rather than trying to mount defences against the threat of OTT, broadcasters should consider launching their own OTT services or partner with existing OTT providers to offer a second viewing avenue to consumers.

Doing so will allow broadcasters to gain additional revenue, as well as gaining deeper insights into the OTT community, thus giving rise to the possibility of providing additional value-added services.

**VIEW FROM THE TOP**



“Service providers that are able to provide compute and storage-on-demand solutions that allow for unprecedented scalability and reach are crucial to the new and emerging trends such as OTT and 4K UHD content.”

## Evolving playout platform

Playout function has always been the focal point for broadcasters and media companies globally. It integrates content and monetisation aspects such as ad insertion and scheduling, playlists, stored files and automation. Today, with the evolving landscape of the broadcast industry, the traditional playout function is restricting the flexibility of media companies to adapt to changing business demands, such as fragmentation of audiences, multi-screen consumption and the emergence of OTT players.

Broadcasters looking for advanced playout platforms will realise the benefits of moving from traditional hardware to generic virtualisation platforms — or cloud playout — as a means of reducing infrastructure, hosting area and operating costs. This change will enable broadcasters to counteract the competitive media consumption alternatives.

## 4K Ultra HD – driving force for bandwidth

With media content moving from SD to HD and eventually 4K Ultra HD (UHD), this change has been a driving force of increasing satellite bandwidth demand. With still a vast part of the globe not fully covered by fibre, DTH (direct-to-home) over satellite is still the most cost-efficient way to reach out to global consumers, who continue to increase in numbers. The prospects of 4K UHD over satellite in Asia appear to be bullish and for 4K UHD to be really successful, content production and delivery would play a critical role.

The primary factors that will drive the demand for 4K UHD are: Economic factors; and consumer demands.

Satellite will be the primary platform for 4K UHD delivery from the standpoint of cost-efficiency — translating to low bandwidth cost when delivering to millions of users at the same time.

comprehensive coverage in the regions of Asia, Middle East and Africa. This is supported by an extensive terrestrial network of more than 200 PoPs in over 160 global cities.

For enterprises facing increasingly complex and persistent cyber-security threats, the need to have cyber security protection is critical, as disruptions from hacking and viruses via satellite transmission can have potentially damaging effect to companies.

To leapfrog our capability in cyber security, Singtel acquired US-based Trustwave, a leading specialist in managed security services, in August this year. This strengthens our global cyber security capabilities in North America and the Asia-Pacific region. Operating as a standalone business unit, enterprises will benefit from Trustwave's three main areas of services: Threat intelligence; vulnerability management; and compliance management.

All these will be delivered through the unified cloud-based Trustkeeper platform, which will help enterprises to protect their IT infrastructure, applications and networks.

To further enhance the cyber-security ecosystem in Asia-Pacific, Singtel has partnered with US-based cyber-security technology company, FireEye, to launch the first joint Advanced Security Operations Centre (ASOC) in Singapore in February next year. The ASOC is the first facility of its kind to be integrated into Singtel's existing network operations centre.

In doing so, it allows cyber security experts to have end-to-end visibility of Internet traffic, corporate networks and user end-points for a swift response to security incidents. Our commitment to customers is comprehensive as we provide round-the-clock technical support manned globally.

Singtel is certainly well positioned to provide comprehensive applications, transmission and deliver end-to-end services to meet the growing needs of the broadcast industry. **APB**

*Lim Kian Soon is Head, Singtel Satellite*



To stay relevant and become competitive in today's ever-changing broadcast industry, broadcasters need to find reliable and innovative service providers to deliver one-stop solutions. It goes beyond providing uplink/downlink, satellite coverage, global fibre network and playout services.

## APB PANELLISTS



**Andrew Anderson**  
General Manager  
Group Broadcast  
Services  
Seven Network Limited



**Lim Kian Soon**  
Head, Satellite  
Singtel



**Joe Igoe**  
CTO  
MediaCorp