

Top contribution quality through IP services

The improvement proposed by M-Three Satcom

The company

M-Three Satcom is an independent telecommunication company, dedicated to provide a full range of high level services to the radio and television industry.

M-Three Satcom was founded in 2004 by an experienced group of managers, with long term recognized activity in the broadcast and satellite market. Initially focused on top level DTH services as one of the few independent Hot Bird 13E platform in Europe, quickly the team increased the capacity through a number of digital platforms on other orbital positions and a wide range of services for broadcasters as Outside broadcast solutions, System Integration and turnkey solution for fibre and satellite distribution and contribution.

Continuous investments in research and development, human resources and innovative infrastructure solutions, allows M-Three to offer state of the art services, with standard or customized solutions for every need in connectivity, audio/video/data distribution and production facilities. M-Three mission is to satisfy the needs in distribution and connectivity of the market leaders, with the required quality of service and tailor made approach, at the same time proposing a reasonable cost structure in order to meet the expectation of emerging companies.

Close to its 10th year of activity the company represents a reference point for the broadcasting arena, both in Europe, Middle East and world wide.

M-Three and Eutelsat Ka-Sat NewsSpotter plus IP based delivery and contribution systems

As last achievement M-Three introduced a new service concept for live newsgathering over IP, based on Eutelsat Ka-Sat NewsSpotter technology combined with VidyoCast. A solution that optimizes transmission quality and reduces broadcasting costs over any IP network, enabling producers to get connected and to broadcast through any kind of production device.

Ka-Sat is Eutelsat latest challenge: starting from the launch of the satellite and the begin of the network operations, M-Three exploited the most advanced features of NewsSpotter Ka-Sat to design and to introduce a new service for the broadcast market. Since May 2011, together with Eutelsat and Skylogic, M-Three uses and proposes the Ka-Sat NewsSpotter services for the broadcast market. With the aim of improving the service, M-Three has integrated the system with VidyoCast cutting edge service live feeds transmission and exchange over IP, thanks to a partnership with the American company.

The contribution system used by VidyoCast consists of innovative routers and encoders that reduce the latency and guarantee a top quality video over any IP network. The service is dedicated to broadcasters and provides new coverage opportunities by simplifying the contents exchange and reducing transmission costs.

How does the Hub work, main features and strengths

Any journalist can get On-Air through his tablet, smartphone, pc or dedicated HD station in matter of seconds (encoder and decoder are provided in M-Three Hub service). There are no technical skills required. Simply, by installing a user friendly app, the journalist connects to the VidyoCast contribution network and is routed to the appropriate destination.

The feeds transmission utilises scalable video coding to optimize quality in real time according to bandwidth available, resulting with top quality picture.

The service consists on a meshed configuration where the direction is managed by M-Three Hub, and the connections are optimized in between all connected actors.

M-Three Hub functions and operations

On the occasion of IBC 2013 M-Three Satcom will show some applications recently introduced, such as the creation and the configuration of a new studio concept, projected for Sky Italy journalists. No matter where the journalist is, at the time of the scheduled interview he can easily connect to the production centre through a lightweight set of equipment which simulate a real studio facility, fully equipped with brand new devices extremely handy and user friendly. Using remote cameras managed by the director in Sky studios, the journalist just has to start and stop the system and everything runs automatically. As he turns on the facility, he will immediately receive the audio/video feedback, whereas the director, from Sky central studio, manages in remote mode the motorized cameras located in the journalist studio.

M-Three Satcom CEO Carlo Morelli says “the extremely adaptability of technologies, its simplicity in the setting up and use for the journalists, together with the remote control and assistance of M-Three MCR and Sky direction, make the proposal very interesting for any kind of need in events production and for the creation of temporary studios from any location, drastically reducing the transmission costs”.

M-Three Satcom is a Ka-Sat authorised reseller and service provider since 2011. In August 2012 M-Three started to operate VidyoCast services and equipment in Italy, and provides full services from its Hub in Milan, one of the nodes part of a world wide network that manage the service.

M-Three Satcom

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