A Content Superhighway for an Indonesian Media Group

Globecomm Unites Ten Studios with a Content Exchange Network for PT Media Nusantara Citra

PT Media Nusantara Citra (MNC) owns and operates four (RCTI, MNCTV, GlobalTV and iNewsTV) of Indonesia's eleven national free-to-air television networks as well as creating and distributing 22 pay TV channels, radio programming and print media. Its free-to-air stations are leaders, with a combined +40% audience share during prime time. Analysts estimate the company's average revenue growth at 15%.

This integrated media and multimedia group, one of Asia's largest, operates ten studios scattered across four buildings in the megacity of Jakarta. This worked well as long as the networks operated with complete independence. But the media business is under pressure everywhere to find economies of scale, and the company came to see its creative, production and transmission systems as a roadblock to continued profitability and growth. MNC selected Globecomm to design and build a solution that would equip it for the future.

Unified Platform on 10G Backbone

MNC got its start in 1997, and generations of production, post-production and distribution systems have passed through its facilities. As a result, the network operates many different storage, editing, scheduling and on-air playout platforms. The challenge for Globecomm was to make this multiplicity of technology, located at facilities that were blocks or miles apart, function like a single platform.

As the foundation, Globecomm designed a network that connects all of the technical infrastructure in the four buildings using two 10G network links for media content and a separate, redundant 1G network to carry monitoring and control data including real-time intercom. The fiber system links all studios with a new Network Operations Center (NOC), running 16 full HD SDI trunks from each studio, to the Master Control Room (MCR). A third fiber network connects the main site studios to a disaster recovery MCR that maintains business continuity 24x7x365.

This Content Exchange Network vastly simplifies content creation and transmission. With hundreds of hours of local content being produced every month, the network binds together all of MNC's processes from the studio floor to playout.

Software Smooths the Way

Making that happen, however, takes much more than connectivity. Globecomm also developed software solutions to speed performance and make disparate systems function as one.

For example, production servers at the studio level automatically interface over the network with the buffer storage of the media asset management system, rather than re-quiring manual switching. When producers need to move very large files fast, the system responds without delay.

Before the new system entered service, MNC had to generate three separate traffic

schedules and then manually create playlists for the three on-air networks, each of which used a different playout system. Globecomm developed Traffic Translators that allow the existing Gen21 Broadcast Business System to "trickle down" in real time to the on-air automation systems. This gave MNS a common BBS programming grid that offers producers new visibility and the ability to make last-minute changes on the fly.

The Translators do more than meet the technical requirements of each playout system. They also modify the programming stream, based on business rules, to accommodate local content legislation at remote sites among the 17,000 islands that make up Indonesia.

Studio & Control Room Construction

In addition to connectivity and automation, Globecomm was charged with designing and building new studios and control rooms throughout the MNC complex.

A total of six new standard and high-definition studios serve the three on-air networks, and these are supported by new production and sub-production control rooms, automatic content recognition rooms, graphics rooms, playback rooms, camera control and videotape rooms, and a global NOC. The technology was designed to be as future-proof as possible for a business that will increasingly need to deliver its content in non-traditional ways in the years ahead.

MNC's prospects are bright, say analysts, because the Indonesian economy, even in slow times, grows at 5% per year, and does much better in stronger years. Much of that growth is driven by consumers,. Analysts also expect pay TV penetration to double from 2015 to 2020. With its new studios, production systems and Content Super-highway, MNC is ready for its next generation of success. ∎

45 Oser Avenue
Hauppauge, NY 11788
+1 631-231-9800
info@globecommsystems.com
www.globecommsystems.com