



The Farm Group



The Farm Group Showcases Its Work with Exterity Enterprise IPTV

The Farm Group is London's leading independent television and film post-production group, whose companies include The Farm, The Shed, Home, Uncle, Rent and Family. These state-of-the-art facilities, scattered throughout central London, offer a wide range of services, including High Definition (HD) post production for feature films and television, digital post production for television, commercials, music promos and DVD encoding, broadcast equipment hire and a freelance editor agency.

farm
Group

The challenge

The distributed nature of the group makes it imperative that prospective and existing clients understand the full range of services offered, no matter which company they visit. It is also important to keep employees in each company in touch with the exciting work of its sister companies as The Farm Group grows. This was difficult to accomplish with traditional TV and video distribution systems, which could not scale to support The Farm Group's growth, nor supply the picture quality needed to communicate the group's dedication to maintaining each of its companies at the top of its respective sector.

A solution was needed that would allow the group to stream live TV and pre-recorded content to break-out areas, individual desktops and edit suites at all six London offices without the need for multiple networks, and which would support innovative ways of displaying the full breadth of its work to new and existing clients. As David Klafkowski, Group Director of Technology for The Farm Group, explains: "This would bring a sense of unity to employees, as well as clients and prospects."

"IPTV uses the existing IP network, so there was no need for disruption to staff at any of the sites as we didn't do any expensive re-cabling. If and when we add new offices to our group, we can quickly and easily add them to the IPTV system too. It's a totally scalable solution."

David Klafkowski, Group Director of Technology, The Farm Group

existing IP network, so there was no disruption to staff at any of the sites as we didn't do any expensive re-cabling. If and when we add new offices to our group, we can quickly and easily add them to the IPTV system too. It's a totally scalable solution."

"IPTV is ideal for multi-site organisations such as The Farm Group, as it enables them to easily broadcast tailored content across significant distances, which aids in creating a unified look and feel across offices that may be geographically distributed", said Colin Farquhar, CEO of Exterity.

The result

The new IPTV system enables the group to not only stream examples of its latest work to every location, but also to stream live TV – such as news and music channels – to individual desktops and break-out areas to provide information and entertainment. Now visitors to any company in the group see vivid examples of the group's breadth of capabilities, and employees

THE FARM GROUP GOALS

- Stream live TV and pre-recorded content to break-out areas, individual desktops and edit suites at all six London offices without the need for multiple networks.
- Support innovative ways of displaying the full breadth of its work to new and existing clients.
- Use existing network to increase return on investment and implement without disruption of installing additional cabling
- Build a future-proof system ready for growth

EXTERITY SOLUTION

- End to end IPTV solution to distribute TV and video over The Farm Group's existing high-speed network
- Head end devices to inject TV and video channels into network as standard MPEG streams
- IPTV receivers to enable existing TVs and displays to connect to network
- PC clients to display content on users' personal computers

THE FARM GROUP BENEFITS

- Cost effectively stream TV and video throughout multiple locations around London
- Integrates TV and video distribution with existing network for easier management and maintenance, lower operational expenses
- Easily scales to support expansion and new facilities, can support a practically unlimited number of users
- Can add users and channels without service disruption
- Makes most efficient use of network bandwidth, increases return on network investments

"IPTV is ideal for multi-site organisations, as it enables them to easily broadcast tailored content across significant distances, which aids in creating a unified look and feel across offices that may be geographically distributed."

Colin Farquhar, CEO, Exterity

The solution

The Farm Group's systems integrator supplied a full Exterity IPTV system, which included a satellite dish and head-end all the way through to the Exterity IPTV receivers that enable individual TVs to receive and display video streams. Content is streamed from the Farm Group's head office in Soho, known as 'Uncle,' to each site over the existing high-speed network that also supports group operations. Klafkowski adds: "IPTV uses the

can keep up-to-date on the exciting developments that help keep the group at the forefront of the post-production world.

"As a post-production company, it is vital that we are able to demonstrate our work to new and existing clients in a practical yet effective way. Opting for an IPTV system means that we are able not only to broadcast material around our 'Uncle' premises, but also to our five sister company sites which are dotted around Soho", says Klafkowski.

About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver video over an IP network to some of the leading organisations across the globe. Our IPTV technology solution enable the distribution of TV, video and digital signage over enterprise IP networks to an unlimited number of end points, supporting large volumes of content and receiving devices without compromising system performance or availability.

In 2021, Exterity was acquired by VITEC, a worldwide leader in IP video streaming solutions. The move signals VITEC's intention to accelerate growth and strengthen its leadership position, with natural technology and customer synergies between the two companies that will enable VITEC to extend its reach into new geographies, market verticals and partners.