



## Reuters

### Reuters Employees Keep in Touch with the World from their Desktops with Exterity IPTV solution

Reuters is a UK based, Canadian controlled news service providing indispensable information tailored for professionals in the financial services, media and corporate markets. The company's UK headquarters are located in Canary Wharf, London, where more than 2500 employees constantly monitor breaking news and global developments. The company's aging coaxial TV distribution system couldn't keep up with growth, and was too hard to integrate with staff desktop computers.

An Exterity IPTV solution uses the firm's existing network to stream live TV and video to employees wherever they are without the expense of an additional cabling infrastructure. The system can easily be expanded to accommodate growth, and improves the Company's return on its network infrastructure and bandwidth investments.

**“As an international organisation, it is essential that staff at our headquarters have instant access to television from all over the world. Exterity’s network IPTV gives us this in an innovative and cost-effective way.”**

Matt Hassock, Technical Manager, Reuters



## The challenge

“As an international news organization, it is essential that staff at our headquarters have instant access to television from all over the world, enabling them to watch real-time news channels, as well as recorded and internal content in a convenient way,” says Matt Hassock, Technical Manager for the company.

The company’s traditional coaxial TV distribution system could not keep up with the demands of Reuter’s growing business. It not only represented a separate cabling system from the standard IP network used to deliver email, web access, and business applications, but did not integrate easily with personal computers. Viewing TV and video content required either a separate TV display or the installation of a computer TV tuner to enable display on a personal computer, with consequent downtime for the computer involved.

Even more important, the existing system wasn’t scalable. Unlike the IP network, adding users was difficult, usually requiring lifting floors and running new cables, and tended to degrade picture quality. This made it difficult for Reuters to add new employees and quite expensive to move to new offices.

## The solution

As a modern, information-based company, Reuters already depended on its IP network for both data and telephony services. Adding users to such a network is simple and causes no degradation in performance, and virtually every business facility comes already equipped with IP network cabling, making it easy to expand into or move to new offices. What Reuters needed was a way to leverage network technology to also deliver TV and video, which would eliminate the need for obsolete coaxial technology and deliver the quality and scalability to support the company’s expanding news operations.

Reuters found its solution in Exterity IPTV system, which uses standard IP technologies to deliver broadcast-quality TV and video to a virtually unlimited number of users over the same network as data and telephony. The Exterity solution uses Reuters’ existing IP network to stream crystal clear live TV from all over the world to over 300 displays in conference rooms and lecture theatres as well as 2,500 screens and desktops around the office, with no need for any additional cabling. Channels are supplied from a single satellite dish, keeping investment in equipment to a minimum. The installation was completed within days, ensuring Reuters’ staff experienced no disruption.

## The result

Since Reuters technical staff no longer needs to manage an additional network just for TV and video, operational costs are lower. The IPTV system is also future proof: additional internal and external channels can easily be added, and additional end points such as TVs, projectors and PCs can be installed without the need for extra cabling, and without interrupting service. If corporate expansion requires new facilities, the existing network cabling can be used to provide TV and video without the additional capital expense of a separate coaxial network. The new Exterity system will also easily handle TV's digital switchover without the additional equipment that would have been needed by the old system.

Colin Farquhar, CEO, Exterity, says: "The system deployed at Reuters is not only one of the largest deployments of corporate IPTV in the UK, but it also marks one of the few truly converged systems that have been deployed in the UK including voice, data and video. Using the existing network to deliver IPTV, Reuters is making the most of available bandwidth and existing network cabling, and has eliminated the cost and time needed to maintain a traditional coaxial system."

Reuters Goals	Exterity Solution	Reuters Benefits
<ul style="list-style-type: none"> <li>• Give employees desktop access to world news channels and internal broadcasts on their desktop PCs</li> <li>• Distribute TV and video to break rooms and public displays</li> <li>• Eliminate obsolete, redundant coaxial TV and video distribution system</li> <li>• Enable easy scalability for growth</li> <li>• Provide a top quality viewing experience</li> </ul>	<ul style="list-style-type: none"> <li>• End to end IPTV solution to distribute TV and video over Reuters' existing high speed network</li> <li>• Head end devices to inject TV and video channels into network as standard MPEG streams</li> <li>• IPTV receivers to enable existing TVs and displays to connect to network</li> <li>• PC clients to display content on users' personal computers</li> </ul>	<ul style="list-style-type: none"> <li>• Eliminates obsolete, hard to maintain coaxial TV and video distribution system TV</li> <li>• Integrates TV and video distribution with existing data and telephony network for easier management and maintenance, lower operational expenses</li> <li>• Delivers broadcast-quality pictures to any number of users</li> <li>• Easily scales to support expansion and new facilities</li> <li>• Can add users and channels without service disruption</li> <li>• Makes most efficient use of network bandwidth, increases return on network investments</li> </ul>

## About Exterity

Since 2001 Exterity has been designing, developing and manufacturing technically innovative products that deliver networked video over IP to some of the leading organizations across the globe. These organizations choose Exterity products because they want the best, because they demand excellence.

Enabling distribution of HD quality TV and video over enterprise IP networks to an unlimited number of end points, Exterity solutions support large volumes of content and receiving devices without compromising system performance or availability.

### Highlights

- Deployed in over 40 countries
- Scalable solutions for organizations of any size and across any sector
- Unique industry leading features and market specific application

Headquartered in Scotland UK, we extend our global reach through our offices in Atlanta, London, Paris, Munich, Dubai, Hong Kong and Johannesburg. Localized knowledge and expertise is enhanced through the Exterity StreamForce program of credible, technically innovative partners, plus an extensive network of in-country resellers and distributors.