

## Case study



## Phoenix TV Beijing

### Exterity professional IPTV system helps Phoenix TV Beijing soar

PhoenixTV is a Hong Kong-based multi-national broadcaster listed on the Hong Kong Stock Exchange. The broadcaster supplies content to viewers in over 150 countries throughout Asia, Europe, the Americas and Africa. To enable its internal teams to stay ahead of the competition in Mainland China, Phoenix TV needed an IPTV system that could ensure operations run smoothly in its Beijing office.





## The challenge

Increased content production, added time-shifted consumption and new device integration are just some of the new challenges broadcasters have to contend with in the modern day TV environment and need to be taken into consideration when planning the in-house video system.

Phoenix TV Beijing looked for an integrated solution which could incorporate different types of video feeds and host a variety of functionalities. The installation involved 100 end points along with 40 desktops for the news division and internal staff, spanning four offices including the director's, which required a multiview deployment.

Information display screens are spread throughout the public areas in the Phoenix TV Beijing building. This provides an additional challenge for any potential system, which needs to be able to display a number of channels, while simultaneously allowing for easy and efficient control and management of the information screens.

To get the most out of its IPTV system, Phoenix TV Beijing wanted to implement mosaic screen layout remote control functionality within the main set-top box to enable it to control another set-top

## The solution

Exterity provided a robust and reliable IPTV system complete with extensive technical support for the news division and internal staff of Phoenix TV Beijing. The installation comprised the entire Exterity head-end portfolio including an AvediaServer, one hundred AvediaPlayer Receivers, 11 AvediaStream TVgateways, ten AvediaStream Encoders as well as forty desktop licenses, which were incorporated to create a Multiview IPTV channel.

The set-top based IP video system came complete with a custom user interface developed by Exterity. The integrated solution enabled the seamless distribution of cable, satellite and studio signals through a single IPTV system, including DVB-C input to distribute high quality Phoenix TV channels onto the network. The Exterity system also provided user permission functionality to allow IPTV system administrators to create unique profiles for users in relation to their role at Phoenix TV Beijing.

**“The in-house video requirements of a large broadcaster like Phoenix TV are complex and it’s critical that the system deployed can meet our specific needs both today and tomorrow as the media landscape continues to evolve fast”**

Hongbo Wang, Deputy Director, IT, Phoenix Beijing TV.

## The result

Exterity worked in partnership with Cinegy to create a multiview IPTV channel including a custom UI that was immediately actionable on the set-top box. The solution was tailor made to the needs of Phoenix TV Beijing and provided a service that handles multiple signals being distributed at once while the Exterity RDK /API enabled the broadcaster to customize the IPTV system to fit all of Phoenix TV Beijing’s current and upcoming requirements.

“Exterity has a proven track record of delivering robust and flexible systems that ensure the day to day IPTV operations run smoothly and let us focus upon delivering high quality content to our viewers. After seeing the successful installation of an Exterity IPTV system in our London office combined with the local Exterity presence in Hong Kong, we were confident that Exterity would provide the end-to-end solution we were looking for in Beijing.”

“The Phoenix Beijing TV deployment is further proof that our professional IPTV systems can adapt to any environment and offer a seamless service which will enhance a company’s ability to focus on delivering their own high quality service,” said Colin Farquhar, CEO, Exterity. “Our relationship with Phoenix TV’s London office enabled us to ensure we met all the requirements of the company’s Beijing staff, demonstrating that our systems and our support are truly global.”

## 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.