

# NewsSpotter cost-effective SNG



**NewsSpotter is a state-of-the-art Satellite News Gathering (SNG) product operating in Ka-band, developed by Eutelsat to respond to an increasing demand from broadcasters for transferring rich media from the field.**

## KEY FEATURES :

- High efficiency, with transfer rates of up to 10 Mbps or more.
- Very compact, lightweight and affordable terminals.
- Provides native bidirectional IP connectivity.
- Terminals require no individual licensing\*.
- Uses Eutelsat's High Throughput Satellite (HTS), EUTELSAT KA-SAT at 9° East.
- Can also serve webcasters, press, agencies, security and emergency services.

\*Unless required by national regulations.

## EASY-TO-DEPLOY NEWS GATHERING SOLUTION IN KA-BAND

Unlike traditional Ku-band satellites that cover several countries or an entire region with one single beam, the EUTELSAT KA-SAT satellite features 82 spot beams each covering an area of some 300km in diameter.

This means that within each individual beam, power can be highly concentrated, with a consequent increase of throughput and a significant reduction in the size and cost of ground equipment. The geographical distance between beams allows non-adjacent beams to re-use the same frequency slots.

Traffic to and from EUTELSAT KA-SAT is routed via a network of eight gateway earth stations, each paired with a set of 10 beams, and distributed around Europe to ensure a geographical spacing that allows for suitable discrimination by the satellite.

The NewsSpotter service can be provided by 2 types of terminals:

> Fixed terminals. NewsSpotter operation via fixed terminals is suitable when transmissions take place repeatedly from the same location or venue, for example a major football stadium.

> Nomadic terminals. NewsSpotter connectivity via nomadic terminals caters to the need of real SNG services at committed information rates from wherever a newsbreaking event occurs.

A notable feature of the NewsSpotter nomadic terminals is that they are "beamless", meaning they may travel anywhere within the KA-SAT coverage and uplink via any of the satellite's beams. This ensures considerable flexibility for the reporting of events.

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## Interview



**CRISTIANO BENZI**

Director, Video Line of Business

### The SNG scene is changing. Can you tell us more?

**Cristiano Benzi:** two main trends are at work here. On the reporting equipment side, field cameras are increasingly compact, lightweight and cheap. They can shoot in HD at a fraction of the cost that broadcasters and news agencies had to face just a few years ago. The second trend is that video content is now stored and exchanged in the form of electronic files, which can easily be edited in the field on PC or MAC platforms, and exchanged via the IP-based network.

### Is this the end of the ubiquitous SNG van?

**Cristiano Benzi:** the traditional Ku-band SNG van for news applications is indeed being replaced (at least partially) by 3G-based "backpacks" and/or L-band based satellite contribution systems. However, both these systems have shortfalls in terms of transmission capabilities and cost. And the Ku-band is increasingly saturated. The NewsSpotter system operates in the comparatively uncluttered Ka-band and uses capacity on the all-Ka-band EUTELSAT KA-SAT satellite.

### What are the benefits of EUTELSAT KA-SAT for the SNG customer?

**Cristiano Benzi:** EUTELSAT KA-SAT is designed with 82 individual spotbeams, each covering an area of roughly 300km in diameter. This means that reporting of events (which always occur in a relatively restricted area) can be uplinked at high throughputs using very small antennas, at a committed information rate. The NewsSpotter antennas are lightweight, affordable and are exempted from individual licensing. NewsSpotter reduces the time needed to get to the breaking news site, lowers the entry barrier to SNG and is fully compatible with modern electronic media. NewsSpotter can also serve the requirements of webcasters, press agencies, security and emergency services for any type of fast, easy-to-deploy, reliable and affordable broadband bidirectional IP connectivity from the field. Naturally, once the event is reported via Ka-band, it can then be re-broadcast over national, continental or even planetary coverage, via one or several Ku or C-band satellites.