

Where, Why and How is IP Being Used to Make Television?

No subject has been talked about more over the last few years than the SDI-to-IP transition...



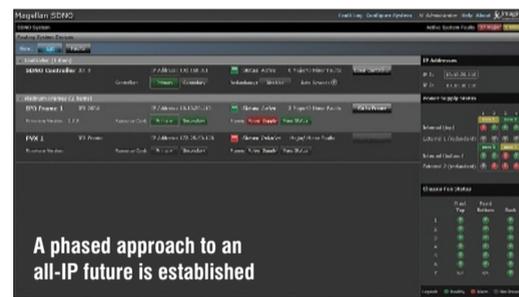
As an industry, we've written papers, published standards, held forums, and engaged in proofs of concept. But what's happening in the real world? Where, why and how is IP being used to make television?

When it comes to "where," the Asia-Pacific region appears to be a leader in IP adoption, according to the *Focus Forward: 2018 Technology Transition Progress Report* published earlier this year. Following are a few highlights:

- 24% of respondents from the APAC region characterised their current live production or playout operations as an equal mix of SDI and IP.
- 61% of APAC respondents either agreed or strongly agreed with the following statement: "IP is the future of broadcast technology, and the faster I can move operations to that domain the better."
- 78% of APAC respondents predicted that

five years out, their live production or playout operations would be either a hybrid SDI-IP mix or all-IP.

The benefits of IP have been endlessly extolled, but what are the current, real-world factors driving media companies to make the move? Because IP is fundamentally about operating in scale, implementing Ultra HD is often the reason media companies decide to take the plunge. While SDI routers have never been better, they do not provide the scalability required to form the core of a large UHD facility.

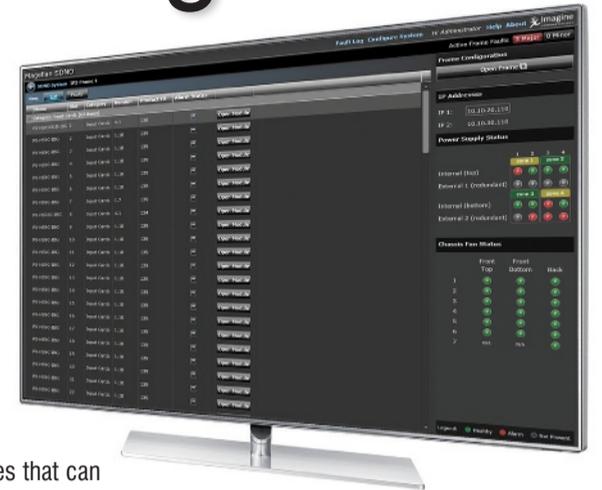


A phased approach to an all-IP future is established

Today, switches are readily available that support 100 gigabit ethernet and more. Individual devices are available that give you the equivalent power of a 5000 x 5000 or more SDI router - which is likely to be enough for any application. Network designers can create nonblocking architectures that can grow to support any size of operation.

Finally, we come to the all-important question: How? At a basic level, there are three ways to build an IP-based plant: SDI Core, IP Core or Hybrid Core. Deciding which model is right for you depends on the specifics of your operation - how big your system will get, how many devices natively speak IP, which require gateways, etc. You work out the math of those, and one of these models will be right.

Apart from the rare greenfield installation, most engineers have to plan for interworking between new IP networks and legacy SDI equipment. So,



Magellan SDN Orchestrator manages hybrid SDI-IP environments

then the trick becomes, how do you control those switches? How do you make that infrastructure act like TV infrastructure you use today?

The answer is Imagine's **Magellan SDN Orchestrator**. The only double-duty control system on the market, this award-winning software system seamlessly manages hybrid SDI-IP environments, makes the IP network work just like the SDI routers you have today - and enables a phased approach to an all-IP future. Visit us on Stand: 4T1-01.

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