

IP Codec Solution

NPR Distribution is advising content producers that they should not rely exclusively on ISDN lines and T1 circuits to transmit their programming to the PRSS NOC in Washington, D.C., and the Back-up NOC (BuNOC) in St. Paul, Minn. Both of these delivery technologies are reaching maturity in the marketplace and support for them is decreasing. As a result, NPR Distribution is adding the option of IP technology as another means of delivering live streams to both the NOC and BuNOC.

In the event of a loss of power or signal in Washington, D.C., content producers hoping to immediately leverage ISDN or T1 to get their content to the BuNOC may find at the last minute that they are unable to because the presence of these technologies as viable options is quickly dwindling. With the addition of IP technology to the distribution path, producers will have a better solution to ensure they are able to transmit their content quickly and reliably.

NPR Distribution has installed a series of GatesAir IP Codecs at both the NOC and the BuNOC. Producers looking to leverage IP technology might consider reviewing the GatesAir line. One advantage producers would enjoy is that their content would be sent, with dual redundancy capabilities, to both the NOC and the BuNOC simultaneously. In the event that the primary NOC in Washington went down, producers could be confident that their content has also been transmitted to the BuNOC and that it will be delivered to stations per normal.

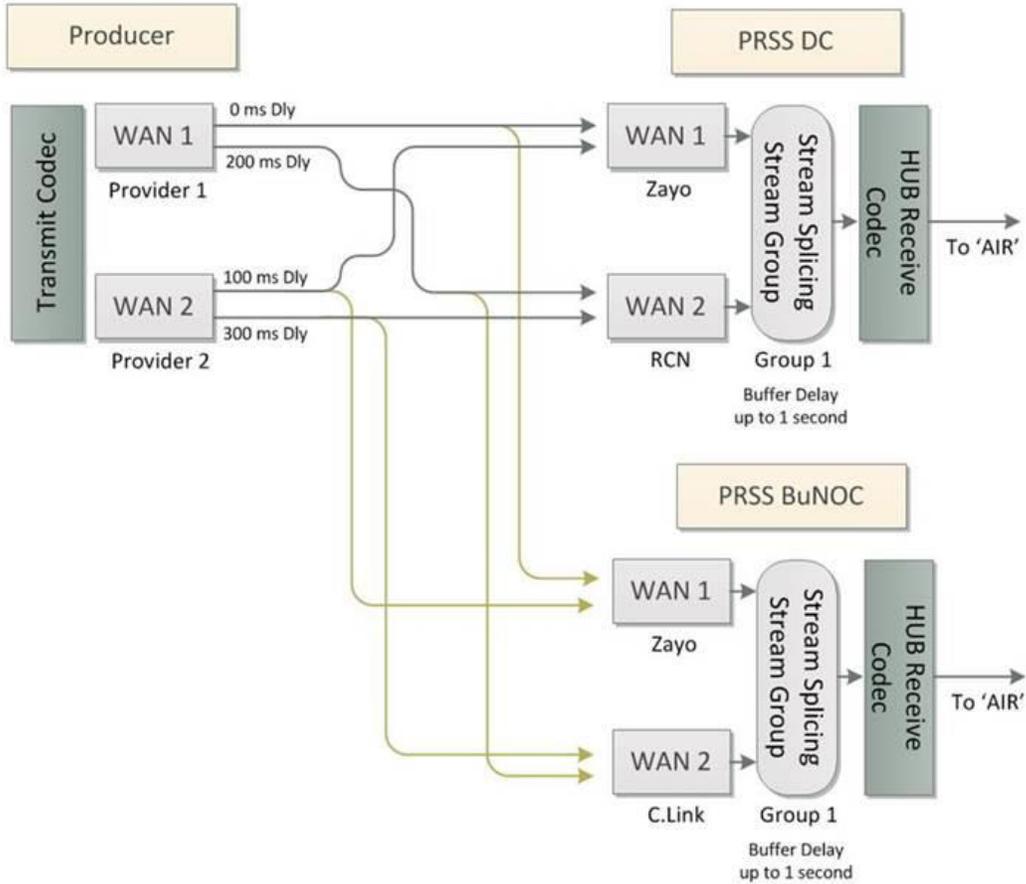
Use of an IP technology solution requires the presence of a Codec at both the originating source (the producer's facility) and the destination (the NOC and the BuNOC). Due to the presence of GatesAir units at both PRSS NOCs, producers choosing this brand would only be required to purchase one unit for use at their own facility; NPR Distribution would provide the two GatesAir units to receive the content at the NOC and BuNOC.

Apart from the GatesAir unit itself, producers would need to have two diverse business ISP services to transmit content out of their facility. Having two ISPs allows for the recovery of any lost packets due to internet traffic. NPR Distribution currently has in place redundant inbound circuit providers into the primary NOC in Washington and is in the process of placing redundant inbound circuit providers at the BuNOC.

There are other IP Codec options available on the market, including Comrex and Tie-line. However, in the event a producer went with one of these other brands, they would be required to purchase a unit for their location as well as the two additional units to be placed in the NOC and BuNOC. This is due to the fact that as stated before, NPR Distribution uses GatesAir units at its facilities.

Making use of IP technology provides producers a way of ensuring their content will reach its intended destination using a technology that is more economical to maintain and operate. If there were an emergency situation where the primary NOC in Washington became unavailable, producers scrambling to make use of ISDN or T1 will likely be unsuccessful. IP technology provides a reliable, secure and robust alternative for delivering content.

An example stream layout is shown below.



Pricing:

GatesAir IPL100 Codec				GatesAir IPL100P Codec			
Base Price		1,995		Base Price		2,595	
External B/U Power Supply		50		External B/U Power Supply		50	
MPEG Package		445		MPEG Package		445	
Stream Splicing		1,295		Stream Splicing		1,295	
Total		3,785		Total		4,385	
Note: If the customer wants a backup codec they only need to buy the stream splicing option once.				Note: If the customer wants a backup codec they only need to buy the stream splicing option once.			