



Towercom Slovakia operates transmitters throughout the country that must maintain around-the-clock reliability in the midst of the harshest climate and technical conditions.

The company's clientele include the country's premiere public and private TV and radio broadcasters whose business necessitates constant, high-quality coverage at minimum cost. Towercom's bottom line depends upon working with technology providers that can push Towercom's services to the limit, ensure the future viability of their infrastructure, and maximize efficiency for themselves and the customers that rely on them.

When Towercom was appointed to provide satellite audio reception service for four Slovak radio stations, they knew the equipment they selected had to be rugged and ultra-reliable since it would require satellite audio receivers to be installed at transmitter sites throughout the country — many in remote and highly mountainous areas. For the success of Towercom and its customers, the system had to be so rock solid that it incurred zero downtime.



Background

As one of the largest companies in the telecommunications market in Slovakia, Towercom provides terrestrial and satellite broadcasting

services throughout the Slovak Republic. To serve its broadcasting clients, Towercom leverages an extensive TV and radio transmission infrastructure, including more than 600 masts and free-standing towers across Slovakia — a 19,000 square mile country bordered by Poland, Hungary, Austria, Ukraine, and the Czech Republic.

Business Challenge

Within Slovakia's broadcasting industry, many television and radio networks depend upon Towercom's vast infrastructure to deliver their HD/SD television and AM/FM radio programming via satellite for nationwide distribution. Towercom clients include The Radio and Television Slovakia networks which include two television and nine radio stations, private media companies like TV MARKIZA and TV JOJ; as well as commercial radio stations including FUN RADIO, EUROPA 2, Jemne Melodie, Radio VIVA, Antena Hitradio, Lumen, Radio Sport.

CASE STUDY SNAPSHOT

Customer

- Towercom Slovakia

Industry

- Terrestrial and satellite television and radio broadcasting services

Business Challenge

- Provide satellite distribution of radio services with 24/7/365 reliability, while containing operating costs by maximizing satellite bandwidth efficiency and streamlining receiver hardware costs

Technology Solution

- International Datacasting (IDC) products including:
 - STAR Pro Audio™ Solution
 - Stereo FM Demodulators
 - RSW Redundancy Switches

Business Value

- Investment in reliable, proven systems that employ advanced audio coding and RF modulation for maximum efficiency and are rugged user-friendly, cost-efficient, and based on open standards





“In addition to the operational cost savings we’re experiencing with IDC’s product line, we’re equally enthusiastic about the one-on-one attention we’ve received from IDC. As our network upgrades its technology, we’ll look to IDC for our future infrastructure solutions.”

*Juraj Zachar, Project Manager
Towercom Slovakia*

Towercom needed to receive audio programming via satellite for four Slovak Radio stations. This service required placing satellite audio receivers at 47 of its transmitter tower sites around Slovakia for high-quality terrestrial broadcast to radio listeners nationwide. Since many of these tower sites are in remote areas, such as the peak of King’s Hill — one of the highest mountains in Slovakia — the receivers had to be rugged, stable, and reliable enough to run at high elevations and under the most extreme weather conditions without incurring any service interruptions.

While operational reliability and performance were key concerns, Towercom also wanted to find the best value on the market. The company did an exhaustive search for products that would hold the line on satellite bandwidth consumption, maintenance, and hardware costs — all of which have an impact on their bottom line.

Technology Solution

After evaluating competing products, Towercom determined that International Datacasting (IDC) offered the product range with the best power, quality, and performance for the price. The IDC technology included 150 STAR Pro Audio™ Receivers, 22 Stereo FM Demodulators (SFD), and 22 RSW Redundancy Switches.

The IDC solution provides high-quality audio output, support for several audio signal coding and interface types, and the ability to adjust the audio output delay — all from one, integrated solution. Compared to the legacy equipment it replaced, the IDC satellite radio solution is easy to operate, with intuitive tools for settings like satellite transponders, audio levels, and time delays. The IDC solution distributes the transport stream over an IP network, and receives ASI transport signals from satellite.

Business Value

Since installing the STAR Pro Audio Solution, stereo FM demodulators and redundancy switches, Towercom has found the operational reliability and efficiency it needed to serve its public radio customers across the nation.

Towercom has already realized savings thanks to IDC’s ability to convert transport streams to IP for transmission via satellite. The savings stem from more efficient use of costly satellite transponder bandwidth that advanced AAC and MPEG-4 compression permits. Support for ASI input, transport, and reception saves time and money because Towercom doesn’t have to buy several different receivers to meet their needs. Towercom also saved money on spare parts because the receivers all have the same open-standards-based chassis.

IDC’s competitive pricing combined with savings from the solution’s reliable operation and maintenance has yielded a strong return on investment. As a result, Towercom is committing to staying with IDC for future upgrades and expansions.

“In addition to the operational cost savings we’re experiencing with IDC’s product line, we’re equally enthusiastic about the one-on-one attention we’ve received from IDC during the installation and testing phase,” said Juraj Zachar, Project Manager at Towercom. *“As our network upgrades its technology, we’ll look to IDC for our future infrastructure solutions.”*

Learn More

To learn more about International Datacasting solutions, please visit www.datacast.com.

To learn more about Towercom, please visit www.towercom.sk.

International Datacasting Corporation (TSC:IDC) is a global leader in digital content distribution for the world’s premier broadcasters in radio, television, data and digital cinema. IDC’s products and solutions are in demand for radio and television networks, digital cinema, 3D live events, targeted ad insertion, satellite news gathering, sports contribution, VOD and IPTV among others.

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Printed September 2013.