

Seamless Transition to Improved Broadcast Services

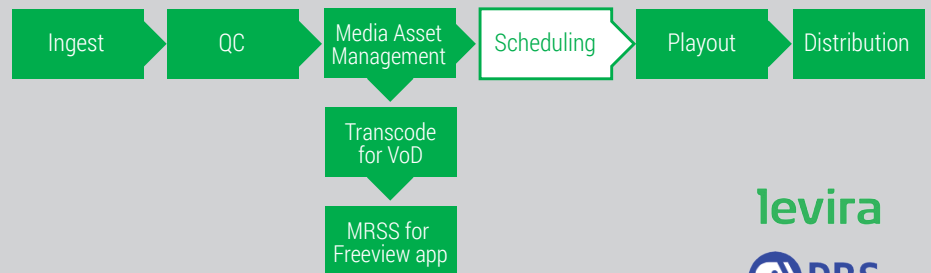
PBS, a UK-based broadcast channel with a team of four and no in-house technical expertise, faced the challenge of reducing operational costs without compromising service quality. Previously partnering with providers who offered a high quality, high cost service, the channel shifted to an IP-based service provider to make cost savings. This move, however presented a new set of technical and management challenges, prompting the search for a new partner that could deliver both cost-efficiency and technical reliability. This search led PBS to Levira.

The primary challenge lay in finding a broadcast technology partner that balanced cost efficiency with high-quality service. PBS needed a partner adept in IP-based broadcasting, capable of understanding and enhancing their workflow, and suggesting as well as implementing more efficient tools and processes while aligning with UK working culture. The transition required a partner who could ensure a seamless shift without service interruptions or technical issues.

Levira emerged as the perfect fit, offering a mix of cost efficiency and broadcast expertise. They provided a comprehensive service, blending IP-based technology with traditional broadcast discipline. Initial meetings with Levira's sales representative evolved into detailed discussions about PBS's requirements, reminiscent of planning a 'heart transplant' for their technical operations. Levira conducted an in-depth analysis of PBS's operations, recommending alternative tools to streamline the workflow without sacrificing quality.

Levira took charge of key playout workflow elements, from ingest to distribution. At the ingest stage, they ensured the accuracy of timecodes and subtitle synchronisation. Compliance report-driven manual edits were made as needed, followed by automated quality control (QC) checks by the Media Asset Management system to verify transmission quality. Levira's playout platform offered the flexibility to integrate third-party platforms and customise workflows to meet the client needs, including integrating PBS's scheduling tools for a smooth transition.

The system also supports SCTE-35 signalling and media recording functionalities, with SD down conversion to meet Freeview and Sky specifications. The final workflow step involved distributing HD and SD feeds via SRT to local service providers, using low-latency, redundant paths to meet stringent SLA criteria. For VOD/Catch-up services, Levira provided file transcoding to MP4 format and an MRSS feed to update the asset list, enriching metadata with detailed global listings information.



The transition to Levira involved careful planning, testing, and a dual-running period to avoid broadcast service disruptions. Despite challenges like transferring files and metadata from the previous provider and resolving minor issues with other partners, Levira's expertise ensured a successful transition. Their technical team's precise planning and execution of signal delivery to PBS's partners highlighted their technical acumen and commitment to operational excellence.

Levira's proactive monitoring and problem-solving significantly improved upon previous services. The managed service allowed PBS to focus on content creation and compliance, with technical operations expertly managed by Levira.

Since partnering with Levira, PBS has enjoyed stable and reliable service, reducing operational meetings from weekly to monthly. Levira's attentive service and quick problem resolution have built a high level of trust and satisfaction. The successful partnership has opened discussions about future collaborations, including geographical expansion or new channel launches.

While no immediate expansion plans are in place, the relationship with Levira sets a solid foundation for future growth. The ease of collaboration and Levira's

ability to confidently tackle technical challenges suggest they will be a key partner in any future broadcasting or technological endeavors.

The partnership between PBS and Levira shows how the right collaboration can address technical challenges, reduce costs, and ensure high-quality service.

"Transitioning to Levira has exceeded our expectations. Their team's deep understanding of our needs balanced cost-efficiency with the high-quality service we were keen to maintain. The move felt like a heart transplant for our operations, but Levira's expertise and meticulous planning ensured a seamless transition. Their proactive monitoring and quick problem resolution have fostered a deep sense of trust and reliability. With Levira, we've found not just a service provider but a partner committed to our success. I highly recommend them to any broadcaster seeking a dependable, technically skilled, and responsive partner. Our experience has been exceptional, and we eagerly anticipate future opportunities with Levira."

Richard Kingsbury,
General Manager, International Channels,
PBS