

**every play,
every stage,
every where**

at the Republican
and Democratic
National Conventions



MEDIA LINKS[®]
Media Defined Networking[®]

CASE STUDY

DEMOCRATIC & REPUBLICAN CONVENTIONS

Mission Critical Media Over IP Solutions

Teaming up with its customer, a major network provider in the USA, Media Links provided transport solutions & professional support services to provision the extensive communication, video, and technology upgrades made to their digital network infrastructures in both Cleveland and Philadelphia.

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Media Links Delivers Gavel-to-Gavel Coverage of USA Democratic & Republican Conventions

The USA Democratic and Republican National Conventions were slated as “must-see” TV during the month of July 2016. Each offered a prime-time and public broadcast network viewing experience as well as four full days of events that drew millions of viewers from around the world – both on television and online. The conventions may well have been the most live-streamed events of all time, offering networks, cable news and online streaming services the opportunity to offer continuous content to millions. In some cases, content being delivered was unedited and free of commentary, allowing viewers to experience the conventions live without interruption.

Media Links solutions were at the heart of the transport of the content, providing multicast video-over-IP media delivery from each convention hub (Cleveland, Ohio for the Republican National Convention and Philadelphia, Pennsylvania for the Democratic National Convention) to a host of national broadcasters.

The Challenge

The key challenge for the customer was to transport high quality content from each national convention venue to broadcast facilities around the nation, all with 100% up-time, minimal signal latency, and the ability to operate in a two-way remote production capacity (i.e. broadcast facilities remotely controlling convention located equipment). News teams reported continuously, production teams prepared and edited content, and live camera signals/feeds required delivery, all of which needed to be transported from both venues to broadcasters for playout to a worldwide viewing audience.

Demand for delivering content over IP during live, widely viewed events is ever increasing and is often met with mission-critical challenges. This requires a robust and reliable media over IP transport solution that bypasses all the “video over IP” hype and that performs soundly in the field time and time again.

The Solution

Teaming up with its customer, a major network provider in the USA, Media Links provided transport solutions & professional support services to provision the extensive communication, video, and technology upgrades made to their digital network infrastructures in both Cleveland and Philadelphia.

These upgrades were a necessity in order to accommodate the large amount of “media surge” that was expected during the conventions.

Technology Solutions from Media Links

Many Media Links media-over-IP MD8000 chassis were deployed to house its versatile 4 port universal video cards for transport of 3G, High Definition, and/or DVB-ASI video signals. In the case of the Republican National Convention, 84 video feeds and numerous bi-directional GbE circuits originated from the Cleveland Quicken Loans Arena convention site and were transported over a 10G long distance optical network, terminating at the “rights holder” studio. To guarantee up-time and network resiliency, a Hitless Switching configuration was also utilized over diverse fiber paths, assuring non-interrupted video signal integrity should any disturbance to the main optical signal path occur. End-to-end network status monitoring and performance assurance was provided by Media Links’ ProMD Element Management System (EMS).



This workflow is not new to Media Links. For years, the company has been undertaking similar, mission critical IP-based projects across the globe, and has been adopted by major broadcasters and telco service providers for large-scale media events, remote production, metropolitan distribution and a variety of other media carriage applications where quality, performance and reliability are paramount.

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