



Hybrid Workflows for the Delivery of International Sports Events



**Building robust
hybrid workflows**



**Helping broadcasters
overcome challenges**



**True interoperability
in video delivery**

Any questions?

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The Background

Nemeton TV is a production company producing premium content for broadcasters, sports organisations, and commercial brands.

Nemeton Digisat is part of Nemeton TV and is the biggest satellite operator in Ireland, providing satellite uplinks on a national and international basis. Through Nemeton Digisat, Nemeton TV can provide satellite uplinks and downlinks to transport content where it needs to be.

Transporting content around the world is a complex process, this is largely because content owners, production companies, broadcasters, and affiliates, often use a range of methods and infrastructure to send and receive content. Factors such as region, content type, and organisational infrastructure, all determine how content is delivered.

Cerberus Tech's ongoing work in partnership with Nemeton TV helps to bridge the gap, by providing a gateway between satellite and IP contribution and distribution.



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The Challenge

Currently, many broadcast organisations use satellite-based contribution and distribution workflows.

As IP becomes more prevalent in the broadcast industry, many are looking to utilise this cost-effective approach to deliver additional supplementary content.

There are still instances when transporting the main feed via satellite is the logical choice, so even if organisations are branching into IP delivery, satellite delivery is still sometimes required.

As an added layer of complexity, even if the delivery method is cloud-based, companies throughout the Content Delivery Network (CDN) may be using different protocols which can limit reach. Put simply, if company A's equipment cannot talk to company B's equipment, then you have a problem.

Not only do the challenges highlighted need to be addressed, but content also needs to be transmitted securely, in a cost effective and timely way, without compromising on reliability or quality.

The Solution

There is a clear need for more interoperability between satellite and IP. Cerberus Tech offers the experience and knowledge to provide expert advice and guidance to help organisations incorporate IP into their existing workflows.

Cerberus Tech's Livelink solution is an Infrastructure as a Service (IaaS) live delivery platform, which allows users to either self-manage live feeds or use as a managed service from any location to any destination. Livelink combines flexibility and control with global reach, transporting live content over the internet at scale.

Livelink is available in every region and is compatible with any transport protocol as well as being cloud agnostic. It has the capabilities to receive content from one protocol, 'rewrap' it into another protocol, and deliver it with the same reliability and quality.

It is this interoperability that sets Livelink apart from other solutions, particularly as more and more broadcasters are starting to use IP delivery but often struggle with incompatible protocols



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The Results

Cerberus Tech and Nemeton TV have worked together to deliver live sports content from Europe to Papua New Guinea.

A satellite feed would have required teleporting around the globe, via several downlinks and uplinks to reach this region.

Using Livelink allowed the feeds to be set up very quickly and easily by leveraging IP infrastructure. Integrating IP into projects like this has the potential to significantly reduce costs.



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"Hybrid satellite and IP content delivery is the way forward. There clearly is a place for both satellite and IP to work together, they are not mutually exclusive.

We're pleased to be working along Cerberus, because by working together we can help broadcasters overcome so many of the challenges that they face when navigating the complex maze of content delivery.

Livelink makes it possible to easily repack content and Cerberus has the knowledge and experience to support, advise and deliver a great outcome when it comes to IP delivery"

Fiachna Mac Murchú
Systems Manager, Nemeton TV



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About Cerberus Tech

Cerberus Tech Ltd operates a truly global IP video delivery network, leveraging the very latest in technology to deliver content anywhere in the world.



Livelink is an Infrastructure as a Service live delivery platform, which allows users to self-manage live feeds from any location, to any destination.

Combining flexibility and control with global reach, Livelink transports live content over the internet at scale.

Featuring agnostic cloud and protocol infrastructure, Livelink offers a robust IP delivery solution to transport live linear and OTT content from point to point or multi-point.



Network 1 is a reliable, low-latency and cost-effective IP-based platform, for the primary distribution of linear content.

Network 1 provides a 24/7/365 fully managed service, offering channel distribution to global audiences.

The service is broadcast grade, multi-cloud compatible, protocol agnostic and delivers over managed or unmanaged networks.



IO is a software-based live IP video switching application, offering a point-to-point, or point-to-multipoint broadcast solution.

The dockerised broadcast application allows for seamless switching between; RTP, UDP, RIST, SRT, Zixi, RTMP and HLS delivery protocols.

IO can be scaled to unlimited outputs and used within a device, data centre or cloud environment.



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