Mediacorp selects Tripleplay to deliver IPTV streaming for its new campus

Mediacorp has the widest range of media platforms in Singapore spanning digital, television, radio, print and out-of-home media. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with the radio broadcast in 1936 and television broadcast in 1963. Today, the company has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to virtually all adults in Singapore weekly.

Mediacorp's new campus in one-north was designed as a collaborative space for employees, a hub for creativity and a destination for public engagement.

As part of its new broadcast and IT infrastructure, Mediacorp wanted a modern, future proof solution for the delivery of high definition, IP based digital content across the whole campus.

The solution also needed to be a state-of-the-art, next generation platform that would not just deliver on project aims but satisfy IT security requirements, including the inclusion of head end server failover and redundancy and full centralised management of channel line-ups, user access and content delivery.

Kelvin Ma, Vice President for Campus Technology Development commented, "Our Japanese architect Maki created a beautiful campus with lots of working spaces. We want to ensure that we also deliver a technology solution that is modern, high quality, reliable and secure. And we want a single platform solution to encode and deliver our television and radio content to any employee laptop."

Tripleplay MVP desktop app

> "This is not just an AV system, it is also an IT system"
> Kelvin Ma
> VP Campus Technology

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Enterprise video Platform delivers over 100 TV channels to desktop and STB

Added Mr Ma, "We also needed full IPTV capability, integration with our Active Directory system, the ability to create user groups to control which content was available where and to whom we chose. This is not just an AV system, it is also an IT system."

Mediacorp chose Tripleplay's single platform digital media solution incorporating full IPTV capabilities, for desktop and set top box, as it satisfied Mediacorp's requirements which include live transcoding for multiple devices and formats and user access controls.

IPTV streams are delivered via Microsoft IE 11.0 and Media Video Player (MVP) app for desktop users and via Amino Set Top Boxes for access via TV.

Tripleplay's IPTV solution and client screen control application, TripleClient, are also used in the studio mixing room to monitor sources. The application gives Mediacorp control of the content without the need to access the full system management interface. The Tripleplay platform delivers over 100 TV and Radio streams across the Mediacorp network to over 100 IPTV STBs.

AT A GLANCE

KEY CHALLENGES
Mediacorp needed to replace a legacy RF distribution system for its television content. The new system needs to deliver HD content from live broadcasts and be recorded content to STBs.

THE SOLUTION
Tripleplay's single platform IPTV solution was selected to deliver recorded content from over 100 TV and Radio channels to about the same number of IPTV screens. The solution includes full user access rights control and recording facility.

THE BENEFITS
Mediacorp staff now have the ability to access a full schedule of live TV streams. Studio and Editing teams can make use of the Tripleplay control system, TripleClient, to switch IPTV feeds into their suites and mixing desks instantly

TRIPLEPLAY PRODUCTS
TripleTV IPTV, TripleSign Digital Signage, Media Video Player (MVP), TripleCMS Content Management System, TripleClient Client Source Control.