

Case Study

Associated Press Television News Depends on “Smart” Broadcast Infrastructure for Quick Change



News agency deploys Snell’s IQ Modular™ system for all-digital master control

The Customer

Associated Press Television News (APTN) is the international television division of The Associated Press, the world’s oldest and largest newsgathering organization. In 1846, Moses Yale Beach, the second owner-publisher of the original New York Sun, offered to share news from the U.S. war with Mexico with rival newspapers. The resulting agreements formed the basis for co-operative newsgathering by telegraph just as Samuel F. B. Morse’s revolutionary invention began a swift expansion throughout the country, linking New York to points north, west, and south.

Those agreements evolved into The Associated Press, the AP, that today has 4,000 employees and delivers news around the clock to more than 130 countries and one billion readers, listeners, and viewers. In 1994, the AP launched its international television division basing its headquarters in London.

AP Television News is now the world’s leading video news agency, serving over 500 broadcasters, major portals and web sites with video. Video captured by AP Television News can be seen by over half of the world’s population on any given day.

The Challenge

When digitizing its master control room, APTN needed a broadcast infrastructure capable of handling all types of signals, formats and standards worldwide. This flexible system had to be ultra reliable and have the built-in intelligence to allow centralized control and monitoring.

The Snell Solution

APTN found Snell’s IQ Modular components the ideal solution for constructing the broadcast infrastructure that it required.

With over 300 available “smart” modules and new ones constantly being developed, the IQ Modular offered endless flexibility for today’s formats and support for any that might arrive in the future.

“Delivering up to 15 regionally tailored daily bulletins, each containing approximately 12 stories, in addition to flash material and live transmission requires a technical infrastructure that is 24/7 reliable and uninterruptible to handle the volume of information being processed a day. That’s why we specified IQ Modular”.

Nick Evansky
APTN’s Director of Technology



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With IQ Modular’s in-built “RollCall™” quality control and monitoring technology, APTN could easily control its broadcast infrastructure from one or many points, either locally or from a remote location. In the rare case of a technical problem, RollCall could alert AP technicians instantly.

Finally, the IQ Modular system offered AP rocksolid reliability, with important “peace of mind” features such as dual-redundant power supplies with separate mains feeds.

The Results

A reliable, flexible, futureproof broadcast infrastructure that is delivering top performance today and will grow with the needs of APTN as it moves into the next generation of television broadcasting.

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