

## Case Study

# MBC Korea Transitions to HDTV With Kahuna™ Production Switchers



MBC continues to push the envelope in providing the best HD content to viewers from a variety of HD and SD sources.

**Snell multiformat Kahuna switchers enable Korea's public service broadcaster to control its transition to HDTV.**

### The Customer

MBC (Munhwa Broadcasting Corporation) is one of four major national South Korean television and radio networks. Famous for its dramas and comedies, the network's name - munha - is derived from the Korean word for "culture." Once government-owned, MBC is today 70 percent owned by the Foundation for Broadcast Culture. It receives no government subsidies and derives its income almost entirely from commercial advertising. The network is made up of 19 local stations.

### The Challenge

To upgrade MBC television network to full high-definition capability while maintaining the flexibility to work with legacy standarddefinition equipment and technology.

### The Snell Solution

Kahuna, the world's first and only production switcher to enable simultaneous standard (SD) and high-definition (HD) operations on the same control surface and in the same mainframe.

Kahuna enables the user to integrate any SD video including live cameras, graphics or archives into HD productions, seamlessly, without the need for upconversion. It also allows HD material to be incorporated into HD productions without the need for downconversion.

Operators can use captions, graphics, hand-held shots, and archives without having to worry about the compatibility of formats or standards. No other switcher now available in the world can do this without outboard equipment.



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With Kahuna, there is no need to upgrade a broadcast facility with all HD sources. There is no need for upconversion of SD material. Kahuna enables users to make the transition to HD gradually, extending the useful life of legacy SD equipment.

### **The Results**

Having earlier purchased an extensive Snell IQ Modular™ system to support its multistation expansion into digital and HD broadcasting, MBC Korea added four Kahuna production switchers to continue its transition to HD.

The first broadcaster in Korea to embrace this high level of technology, the Kahuna switchers support a network of stations that serve Jeonju, Jeongju, Jeju, Chuncheon, Masan, Mokpo, Samcheok, Yeosu, and Seoul.

The Kahuna switchers were provided to MBC Korea by Seokwang Tech, a leading broadcast solutions distributor.

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