

## Case Study

# MCOT Adapts to Quick Changes in Broadcast Technology by Adopting “Smart” IQ Modular™ Infrastructure



**After 2004 privatization, MCOT had to increase operational efficiencies and flexibility to meet future market developments.**

### **The Customer**

The Mass Communication Organization of Thailand (MCOT) is the leading broadcaster in Thailand. It operates nine local TV channels and two radio networks. In 2004, the broadcast organization was privatized by the government.

### **The Challenge**

Following its privatization, MCOT took steps to gear up for the increasingly competitive broadcast landscape in Thailand. MCOT's new network was built from a fundamentally open base, creating a need for rapid rollout of the entire system. MCOT's television facilities needed a flexible, scalable and easily controlled infrastructure that could be quickly adapted to its needs.

### **The Snell Solution**

MCOT chose Snell's IQ Modules due to their features, flexibility, reliability and builtin "intelligence." IQ modules are ideal "bridges" to interconnect "islands" of broadcast technology no matter whether analog, digital, high-definition or the most advanced file-based IT systems.

IQ modules handle analog and digital audio and video distribution, analog-to-digital and digital-to-analog conversion, video decoding and encoding, frame synchronization, audio conversion, subframe remapping, digital proc amp control, gamut legalization, and standards conversion for international program exchange.

The Snell RollCall™ Network Management System completed the package, providing integrated monitoring and control capabilities of the IQ Modular products. This allows MCOT's engineers to comprehensively monitor the entire operation for all networks from a single PC.

"We selected Snell's IQ Modular System as it was unique in being able to support every kind of interface on a single product platform," said, head of TV Studio and Broadcasting Department MCOT.



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### The Results

Snell's IQ Modular infrastructure system allowed MCOT to get quickly to air with minimum internal system configuration. At the same time it has offered the total flexibility the network needed as it moved into a new, more competitive era.

Somcheep Pongkoon, head of TV Studio and Broadcasting Department MCOT-Channel 9, said, “To meet the requirements of our new operating environment, MCOT had to address key performance criteria, including increasing operational efficiencies, ease of use and maintenance, as well as maintaining flexibility to meet future market developments. We reviewed and studied broadcast implementations around the region, locally as well as in more developed markets like Hong Kong, and we selected Snell's IQ Modular System as it was unique in being able to support every kind of interface on a single product platform.”

