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## Case Study

# MediaPro Soccer Simulcast is a winner thanks to Alchemist Ph.C-HD

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### Snell conversion technology enables MediaPro to offer new service.

#### The Customer

The MediaPro group of companies based in Barcelona, Spain is a major player in the communications industry offering a range of technical and creative services to the television, audio visual and cinema sectors. Key offerings include production & post production facilities, satellite broadcasting services, audiovisual technical support, marketing & communications, consultancy and rights management.

MediaPro is active throughout Europe, Middle East, and the Americas.

Unitecnic is an audiovisual services company within the MediaPro group, providing broadcast engineering services, consultancy, project management, equipment distribution, support and customer care services. Unitecnic has many years of experience in broadcast projects throughout the world.

#### The Challenge

GoTV broadcast 24/7 coverage of global soccer matches.

The GoTV HD simulcast service went live to coincide with the start of regular season play for La Liga, the Spanish football league for which MediaPro has international broadcasting rights. MediaPro has established a new production and playout center dedicated to coverage of La Liga matches, which also facilitates the GoTV HD broadcast.

The key challenge was to ensure that the multiple incoming video signals of different SD and HD formats were managed within a robust environment in a seamless fashion. The resulting output images had to be clear, sharp and free from the motion artifacts commonly associated with standards conversion.

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### The Snell Solution

Multi Emmy Award winning Alchemist Ph.C-HD, is the product of extensive research into the exacting demands of HD frame-rate conversion. It yields converted images of unparalleled quality and clarity so that even the most dynamic content is delivered with stunning detail, free from artifacts and virtually indistinguishable from the original HD input.

The comprehensive feature set includes the following:-

- Ph.C motion compensated HD and SD standards conversion
- Multi-rate HD/SD SDI inputs & outputs
- Advanced format conversion (up, down & cross)
- Automatic Aspect Ratio Conversion including AFD authoring
- CleanCut™ technology
- Two SDI inputs, switchable
- Two independent video outputs
- AES and embedded audio
- DolbyE transcoding (option)
- Intuitive touch screen control
- RollCall® networked control and management system
- SNMP control and monitoring
- Dual redundant power supplies
- Timecode (option)
- Noise reduction
- Gamut legalization

### The Results

MediaPro invested in 19 Snell Alchemist Ph.C – HD motion-compensated standards converters. These are used to convert simultaneous, incoming soccer video feeds from international sources and formats to HD 1080i (50Hz) for transmission, as well as for archiving GoTV programming.

Working in conjunction with the Alchemist systems are 15 Snell Quasar Ph.C motion-compensated HDTV upconverters, which

convert SD content from the incoming video feeds for broadcast on the new GoTV HD channel. To further enable the simulcast, MediaPro has installed Snell Kahuna multiformat SD/HD production switchers in three of its production studios for seamless mixing of content from SD sources into the HD production. "The quality of the final broadcast output is MediaPro's top priority, but meeting quality goals can be challenging when you're working with video content that comes in from all over the world, in a variety of SD and HD formats. Therefore, we knew we needed the absolute finest conversion and mixing technology available," said Israel Esteban, technical director of Unitecnic. "The Snell Alchemist Ph.C – HD, Quasar Ph.C, and Kahuna technology are well-known as the industry gold standard, and we knew they would provide the flexibility we needed to receive, produce, and generate any signal in any format, no matter how our production requirements might change at the last minute."



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