



» With Net Insight, we can deliver a leading, all-digital network that exceeds the growing demands of our customers. »

Daniel Diep,
Director of Network Architecture, Hibernia Media

A CASE STUDY OF

Powering the expansion of a North American broadcast network

THE ISSUE

In today's multidimensional broadcast environment, Hibernia Media needed to provide its customers with a flexible platform to transport a combination of rich video services including SD, HD, uncompressed HD, analog and digital for sports, entertainment and news broadcasts.

Hibernia Media knew it needed to prepare for an intra-country network upgrade to support new services by adding flexible bandwidth capabilities for packet-rich, on-demand video streams.

The shift from standard to high definition video is a catalyst for increased bandwidth for media transport. Uncompressed video is preferred for digital television as it minimizes pixilation and latency, making for a better quality picture. Hibernia Media needed to implement flexible solutions that deliver the bandwidth and guaranteed QoS required to support a mixture of video files, including real-time compressed and uncompressed SD and HD video content.

THE COMPANY



Founded in early 2008, Hibernia Media provides carrier-neutral, high quality transport and managed network

services for the production and broadcast industries. Operating the largest national DTM network, Hibernia Media specializes in transporting flawless digital and high definition (HD) content in its native formats as demanded by sports, TV and film production, news, mobile and IPTV. The

company is focused on providing network solutions that handle uncompressed or lossless compression HD signals so producers and broadcasters can deliver higher quality programs more economically.

While the media industry is adopting HD video in MPEG-4, JPEG2000 and uncompressed formats, the need to deliver standard definition (SD) programming remains. Hibernia Media bridges current operations with the demands of emerging new technologies.



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THE SOLUTION

The team at Hibernia Media consists of seasoned industry veterans whose experience enabled them to quickly recognize customer needs based on market demands. They turned to Net Insight's unique media transport products.

Hibernia Media chose Net Insight's Nimbra 600 platform to carry real-time traffic for professional media companies across the U.S. With this technology, Hibernia Media's network delivers high capacity transmission-capabilities for uncompressed and compressed HD or SD video and data services.

The Nimbra 600 series products are next-generation media, multiservice switches designed to provide the industry's lowest cost-per-bit switching. They also include high switching capacity, end-to-end provisioning and restoration, full topology support and unique multicast support. Furthermore, the media and datacom interfaces such as 1.5 G and 3G HD-SDI, SD-SDI, ASI, AES and Gigabit Ethernet are available direct in the switch avoiding external network adapters that add cost and management complexity.

All Net Insight technology is backwards-compatible, allowing Hibernia Media to layer new Nimbra platforms onto the existing Nimbra 600 switches to accommodate future needs. The Nimbra 600 switches can be coupled with the Nimbra One/Nimbra 300 series of multiservice edge and access switches. From a transport and management point of view, this provides operators with additional network switching options to meet unique needs.

The Nimbra 600 series currently has two products: (1) the Nimbra 680 contains a compact 6RU chassis housing 12 slots for plug-in modules (two slots are dedicated to redundant switch modules and two for redundant control modules, leaving 8 slots for traffic interface modules), and (2) the Nimbra 688 which is 10 RU chassis with 16 slots for traffic interface modules.

Most importantly, the Nimbra platform achieves 97 percent bandwidth utilization and 100 percent quality of service. This platform allows Hibernia Media to provide its customers with the highest quality services to meet their video production demands.

THE RESULTS

Hibernia Media signed a contract with Net Insight in February 2008 for the Nimbra 600 platform and 60 days later, completed the initial launch thanks to complete support from the Net Insight team throughout deployment.

"As the provider of local and long haul transmission services for the biggest names in the media business, Hibernia Media is extremely selective in what technology we use

in our network," said Daniel Diep, Director of Network Architecture.

Hibernia Media has since built out the first phase of its network using the Nimbra platform in 21 of North America's largest cities, including New York, Washington DC, Houston, Dallas, Chicago, Los Angeles and the San Francisco Bay Area. Since installation, Hibernia Media has sustained its deployment decision by ordering an additional three platforms and six international sites.

