Astec

Red Button Monitoring

Case Study

The iBroadcast Network Management System is able to provide Red Button Monitoring to ensure compliance with local, regional and global directives. In addition, the solution can be used to ensure that revenue generating services (such as advertising and interactive services) are available and running at optimum performance levels.

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iBroadcast®

Red Button Monitoring

Background

For broadcasters offering interactive services through the red button on the remote control, it is important that the services are continuously available. For the services to generate maximum revenue, they must be easily accessible to customers round the clock. One of Astec's customers is a large satellite broadcaster, based in the UK. They contacted Astec as they wanted to be notified of any issues that affected customer access to their interactive gambling services. These services were responsible for generating significant revenue for the broadcaster, so undiagnosed and unresolved access issues could soon escalate to substantial financial loss.

The Solution

Astec implemented a solution within iBroadcast to emulate the interactive service users via a standard set top box (STB). The system would periodically check for availability of the interactive services by sending commands through a serial interface on the STB. A specific workflow was defined to mimic the behaviour of customers in certain scenarios and these workflows were then implemented in the system to be automatically performed. The results were captured in real-time and any issues were escalated via the iBroadcast user interface, providing an instant notification if any services were unavailable. Previously, all of these checks had been performed manually, adding a burden to the resources in their operations teams and increasing the chances of errors or missed checks.

The Results

The customer was able to experience immediate payback from the solution by gaining an instant notification through their iBroadcast Network Management System of issues affecting interactive services. The information provided by iBroadcast enabled their support teams to isolate the root cause of the problem and take timely corrective action, greatly reducing the time to solution and mitigating any impact on their customers.

Conclusion

The Red Button monitoring solution demonstrates the scope and flexibility of the iBroadcast solution and highlights how iBroadcast can be used to add real value to the operational needs of our customers. The capability to connect to any device with a communications interface, acquire data from those devices, and analyse and process the data to provide real knowledge and insight is invaluable.

About iBroadcast

iBroadcast is a flexible, comprehensive, scalable, end-to-end, multi-vendor Network Management System (NMS), capable of monitoring and controlling your entire broadcast platform. This enables your operations teams to take timely, decisive action in response to issues that may affect service uptime. Across studios, MCRs, playout systems, glue, headends, uplinks, terrestrial transmitters, IT infrastructure, building management systems, etc. and many other third-party applications, iBroadcast is designed to be your single, consolidated, real-time operational dashboard - trusted by the world's leading broadcasters.

Further Information

For further information relating to this case study or iBroadcast, please contact:-

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