

Client  
Business  
Sector  
Location

ITV  
Broadcaster  
Broadcast and Media  
London and MediaCity UK



## IPTV from Netvue at ITV

IPTV is the convergence of television distribution with IT data network infrastructure. IPTV has rapidly become the industry standard for TV and audio-visual distribution around buildings.

ITV has its headquarters on the Southbank in London, and has production facilities across the UK. Its largest production facility in the North of England is at MediaCity UK in Salford, Manchester, with both News facilities and the 'Coronation Street' studios.

In London the old TV distribution system was getting very tired and required a lot of maintenance input from the ITV Audio Visual (AV) team to keep it running. Replacing it with an IPTV and Video on Demand system from Netvue has allowed the AV team to remotely manage the system and its components, greatly reducing the amount of their time consumed.

Meanwhile, in MediaCity UK the ITV administration and News centre was equipped with an IPTV and VOD system, supplied and configured by Netvue, to deliver TV, playout channels, and digital signage to hundreds of television screens throughout the building. A year later additional IPTV encoders and decoders were supplied to extend the MediaCity IPTV system to the newly built 'Coronation Street' studios site just across the water from MediaCity UK.



## Benefits of IPTV

- IPTV uses the existing computer network - no new cables, no hassle!
- Digital picture quality - immune from noise, distortion and signal loss
- Remote IPTV system management using a web browser
- Unlimited channels with controlled user access
- TV available from any network point throughout the business
- Television delivered direct to PC and Mac desktops on the IT network
- Supports: HD (high definition); auto 16:9 and 4:3 aspect ratio switching
- Easy future additions and expansion

## Netvue's IPTV expertise

Netvue specialises in IPTV and Video on Demand systems, with the addition of Digital Signage where desired as an enhancement to the IPTV channels.

We are proud to offer a professional service to all our clients, new and old. We have the skills and the experience to specify, design and install the right IPTV system for your company, and one that will serve your business reliably for years to come.



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