

# China Telecom Provides a One-Stop-Shop Solution to Enhance a Leading TV Network's European Coverage

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## INDUSTRY

- Media - Broadcasting

## SOLUTION

- Global Managed Bandwidth Service
- IDC Service
- Managed Services

## Customer Profile

Our customer is a leading national television network with a broad family of channels and is accessible to more than one billion viewers worldwide. The broadcaster offers a wide array of programmes covering news, documentary, comedy, entertainment and drama and is the country's most powerful and prolific television programme producer. With a daily on-air time of over 200 hours, the customer has staggering viewership numbers and enjoys exclusive broadcast rights for many international events in the country. The television network envisages to bring the world to its audience and their country to the world.

## Business Challenge

Our customer's foremost challenge lies in establishing a broadcasting network that can guarantee the highest global coverage and reception quality at all times. The broadcaster has recently launched a new channel in Europe where its viewership base has been experiencing tremendous growth. However, European reception of its programmes was often subject to disruptions and at times unavailable due to the lack of a dedicated signal transmission network in the region. To overcome this challenge, the customer would need a rapid and reliable signal transmission solution that could secure 24-7 smooth broadcasting of all its channels' programmes in Europe. The imminent launch of the new channel also meant that the entire project was required to be delivered within one month.

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## China Telecom Solution

China Telecom designed a one-stop-shop solution for addressing the customer's imminent needs and future expansion by delivering a high performance network for transmitting its broadcasting signals to Europe. The high speed transmission network, built around China Telecom's state-of-the-art IPLC network technology, delivers the television broadcasting signals to our secure Data Centre in the UK where they are then routed to the site of the customer's satellite service provider. As part of China Telecom's truly end-to-end solution, our global account team also managed the purchase of broadcasting equipment for the customer and provided professional co-location services for such equipment at our dedicated Data Centre. With our cutting-edge telecommunications technology and expertise, China Telecom successfully provided the customer with a supremely reliable and secure broadcasting network that guarantees European-wide coverage and round-the-clock availability to its audience.

## Benefits

By deploying China Telecom's solution and services, the broadcaster reaps the benefits of:

- Reliable and secure broadcasting coverage in Europe through a one-stop-shop service
- Customised service levels that guarantee network uptime and performance of the service provided
- Professional project management support covering all stages from consultation, solution development and implementation, to installation and deployment
- A complex project made simple, delivered on time and within budget

## About China Telecom Europe

China Telecom Europe Ltd (CTE) is China Telecom's wholly-owned overseas subsidiary for the EMEA region. Established in 2006 and based in London, CTE is committed to providing customers throughout the EMEA region with China Telecom's proven global business communication solutions and state-of-the-art European market services. China Telecom is the foremost telecommunications provider in China and has a comprehensive range of telecommunications and information services as well as the world's largest fixed-line communications network. China Telecom has been serving the Media industry for decades and our customers include many Fortune Global 500 companies.

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