Background

Digital Terrestrial Television (DTT) offers many benefits over analog TV, including greater spectrum and power efficiency, improved picture and sound, and an increased channel lineup. Intelsat is working with NURTS Bulgaria to bring digital TV programming to the population of Bulgaria via satellite.

Bulgaria is actually one of several nations across the globe that has looked to Intelsat for reliable DTT distribution. A satellite-based distribution model is optimal for nations or programmers that want to reach virtually 100 percent of a population, and is especially efficient for island nations or those with rural communities or mountainous terrain. Indeed, NURTS Bulgaria’s success represents a model for other providers to replicate across Europe, Africa, Asia and Latin America.

The Challenge

The current legislation drafted by Bulgaria’s Ministry of Transport proposes March 2013 as the deadline for the launch of DTT, and September 2013 as the deadline for analog switch off. NURTS Bulgaria owns and operates TV distribution infrastructure in Bulgaria. The company has a mandate to bring governmental and private TV and radio stations to the public, and to implement DTT deployment across the country. NURTS Digital, a company owned 100 percent by NURTS Bulgaria, is one of two companies with a DTT operator license from the Bulgarian government.

The Solution

NURTS began preparing for this transition years ago, first starting with a trial over the capital, Sofia, in 2006. Since 2010, NURTS has used Ku-band capacity on the Intelsat 12 satellite at 45° East to air digital TV signals across the country.

With more than 700 sites, the company reaches close to 100 percent of the Bulgarian population of 7 million. The Intelsat 12 footprint serves all of these sites with an excellent performance of 52 dBW and high reliability, allowing reception with 60-centimeter antennas.

NURTS contributes the content by fiber to their facility in Sofia, where it is multiplexed and encrypted before being sent to its “Plana” teleport outside of the city. From there, the signal is uplinked to Intelsat 12 and transmitted in the bandwidth-efficient DVB-S2 standard.

Intelsat 12 offers a very favorable look angle to serve the challenging landscape of Bulgaria and reaches transmitter sites in even the most rugged and remote areas. Intelsat 12 offers the additional benefit of hosting the Bulgarian DTH platform, VIVACOM TV, which complements the DTT offering with additional content at the same orbital location. Intelsat 12 is truly the satellite of choice for Bulgaria media distribution.

In September 2012, NURTS expanded its capacity commitment on Intelsat 12 to accommodate a full bouquet of national and regional government and private TV channels, as the analog switch-off deadline approaches.

The Result

By using the Intelsat 12 satellite to distribute DTT content to the transmitter sites, NURTS serves the Bulgarian population using a single satellite while saving the cost and time of deploying a massive terrestrial infrastructure. Satellite technology offers the best possible availability and provides NURTS with operational efficiencies and the performance and reliability needed for this challenge.

“NURTS Bulgaria chose the Intelsat 12 satellite to roll out digital television because of the satellite’s perfect coverage and look angle over Bulgaria. We are able to benefit from and build upon a strong existing video community at that location. Thanks to Intelsat, the DTT roll out in Bulgaria will be implemented in time, cost-effectively, and with the highest quality and reliability.”

Vladimir Rangelov,
Commercial Director of NURTS Bulgaria

BENEFITS OF INTELSAT DTT SOLUTIONS

- Proven technology: Intelsat currently provides DTT solutions in several nations globally
- Fleet of 50+ satellites covers 99 percent of the world’s population and provides resilience
- Advanced coding and modulation techniques allow for the most efficient use of bandwidth
- Ease of access with strategically located teleports and more than 36,000 miles of fiber connectivity
- Flexible network architectures allow your infrastructure to scale over time

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Vladimir Rangelov,
Commercial Director of NURTS Bulgaria
Intelsat 12 at 45°E – Ku-band Europe Beam

Solution at a Glance

- Intelsat 12 is the ideal solution for Bulgarian media distribution
- Excellent coverage and look angle allow NURTS Bulgaria to reach nearly the entire Bulgarian population
- Strong performance of 52 dBW and high reliability allows reception with 60 cm antennas
- Intelsat enabled NURTS to ramp up from a localized test signal to full-scale DTT roll out
- With Intelsat, Bulgaria is ready to go digital!

About NURTS Bulgaria
NURTS Bulgaria is the leading provider of radio and television broadcasting and signal transmission in Bulgaria. NURTS Bulgaria owns and operates a unique infrastructure of over 700 sites in the whole country. Its channel lineup includes Bulgarian National Television, Bulgarian National Radio, BTV Media Group, Nova TV, Fox International Channels, VIVACOM TV, TV 7, BBT, Darik Radio, Communicorp, as well as many other local and international radio and television stations.

http://nurts.bg/en

About Intelsat
Intelsat S.A. is the world’s leading provider of satellite services, delivering high performance connectivity solutions for media, fixed and mobile broadband infrastructure, enterprise and government and military applications.

Intelsat’s satellite, teleport and fiber infrastructure is unmatched in the industry, setting the standard for transmissions of video and broadband services. Envision… Connect… Transform… with Intelsat, celebrating 50 years of space leadership in 2014.

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