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## Rio 2016 Sets the Stage for the Olympics of the Future

By Carmen González-Sanfeliu (Intelsat)



**Special to *The Daily Television*.** The upcoming 2016 Summer Games in Rio will showcase the top athletes from around the globe as well as the cutting-edge technologies that deliver this unifying event to the world.

As the media landscape continues to shift and viewers' demands evolve, innovation will take center stage at this August's Games, putting tomorrow's technologies to the test.

### An Industry First for HTS

Leveraging the Intelsat 29e satellite serving Latin America, for the first time in the history of the Olympic Games, high-throughput satellite (HTS) spot beams will be used to support occasional-use services. Intelsat 29e is the first of our next-generation Epic<sup>NG</sup> HTS satellites.

Intelsat 29e's Ku-band spot beams are fully interoperable with any Ku-band and C-band wide beams across Intelsat's Globalized Network. As a result, media customers will be able to gather content from the venues and transport it back to their facilities, utilizing Epic<sup>NG</sup>'s high power, better economics and simpler access via smaller terminals.

Intelsat Epic<sup>NG</sup> is poised to be a game changer this summer, bringing significantly more capacity to the marketplace at a much higher efficiency. This will allow more customers to send higher quality, cost-effective video transmissions.

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## **Multiscreen Gains Momentum**

The London 2012 Games marked a major milestone for the Olympic Games and multiscreen viewing. While the majority of viewers still tuned in via linear TV, data from cable and network programmers around the globe indicate that millions of people used three to four screens to watch the Games. As a result, there is increased need for IP-based solutions.

To meet programmers' needs as viewers' consumption habits evolve, Intelsat is expanding its media services with IntelsatOne Prism, a multimedia networking platform and portfolio of managed services that allows customers to easily upgrade a legacy satellite-based network to a next-generation, automated hybrid satellite and terrestrial converged IP network.

## **Transforming the Viewing Experience**

The 2016 Olympics will mark another testing milestone as Olympic Broadcast Services plans to conduct the first 4K UHD and High Dynamic Range (HDR) tests during the Games. These tests are not slated to be available in real time to the public. However, the tests are another indicator that programmers are recognizing the value of higher-quality, differentiated content – particularly for sports. The tests also indicate the industry is inching closer to widespread adoption of 4K UHD and HDR.

As media customers continue to embrace this technology and develop more content, and consumer demand increases, Intelsat and its partners have proven that the ecosystem is ready to distribute this higher-quality content.

As early as 2013, Intelsat became the first operator to demonstrate 4K UHD end-to-end video transmission over satellite in North America. In 2015, Intelsat demonstrated the world's first HD contribution feed in HDR. Intelsat also recently expanded its 4K UHD TV demo channel (known as HVN Intelsat UHD) to not only serve North America, but also Latin America via Intelsat 14 (a premier cable-distribution neighborhood serving the region).

Customers in both North America and Latin America are also now able to test HDR content via the channel. As 4K UHD TV gets closer to becoming mainstream, there is an increased likelihood both UHD and HDR technologies will be combined to provide an optimal immersive viewing experience.

Intelsat's Globalized Network has supported the Olympic Games since 1968. In 2016, Intelsat will continue to push the boundaries of innovation – in space, on the ground and with ecosystem partners – through new technologies that will ultimately deliver the most immersive, compelling Olympic Games viewing experience to the world.

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