

Connecting the Action

PSSI and Intelsat Partner to Cover America's Greatest Cycling Race

case study

The Challenge

May 2015 marked the 10th anniversary of the Amgen Tour of California, a Tour de France-style bike race that hosted 144 elite professional cyclists from around the world. The challenging eight-day race traversed across California's iconic byways, coastlines and mountain tops. Weather ranged from picture-postcard sunshine to pelting rain and whiteout snow flurries. Varied terrain, inclement weather and the movement of an entire television broadcasting compound over a hundred miles each day, as well as establishing communications and Internet access daily at each new site, presented numerous operational and logistical challenges.

Using IntelsatOne Prism, PSSI was able to dramatically increase the power, flexibility and success rate of all connectivity production for key race activities.

As a part of this undertaking, PSSI Global Services was tasked with providing seamless broadcast and Internet coverage so the global fan base wouldn't miss a minute of the action. With these challenges at hand, PSSI needed to leverage the reliability and ubiquity of satellite coverage along with a partner who could support all the communication needs, including race coverage, production and transmission.

The Solution

One of the most critical elements of production and transmission for this multiday event is the ability to communicate inside the compound and with the outside world. For this race, PSSI provided a satellite-based communication system which brought phone and Internet services to the remote compounds around the state. In

2015, PSSI partnered with Intelsat to support these communication needs. Through this partnership, PSSI leveraged IntelsatOne® Prism to guarantee connectivity at each site with multiple voice, audio, IP and audio-video transmissions.

PSSI used an IP-phone system enabled by IntelsatOne Prism, which embeds Newtec's multiservice Dialog® platform at Intelsat's Atlanta teleport, at each of the finish cities. The system proved to be invaluable for sites where even cell phones

wouldn't function, such as the Mt. Baldy compound which was nestled at 6,500 feet deep in the San Gabriel Mountains. Without IntelsatOne Prism, mission critical communication, including transmission access, network coordination, race data collection and

webcast initiation would not have been possible. NBC show content and graphics, along with operational information such as show schedules and race maps, were sent and received using the IntelsatOne Prism web connectivity.

Outside of the compound, IntelsatOne Prism supported multiple ancillary elements of the race and race support. IntelsatOne Prism delivered the Internet connectivity that was used in the VIP areas as well as provided the Tour Tracker online experience to big screen televisions across the race festival, VIP sections and race finish areas. Internet connectivity was also critical for vendor merchandising services and sales in areas where they wouldn't have been able to conduct point-of-sale transactions without IntelsatOne Prism.



BENEFITS

- PSSI successfully broadcast multiple television and Internet feeds from a single managed platform
- All mission critical communications, including transmission access, network coordination, race data collection and webcast initiation, were transmitted via IntelsatOne Prism
- With IntelsatOne Prism, PSSI was able to communicate inside the television compound and bring exciting race coverage to fans around the world
- Outside of the compound, IntelsatOne Prism supported multiple ancillary elements of the race, including Internet connectivity for the VIP areas, the Tour Tracker online experience and merchandising point-of-sale transactions

The Outcome

Each day, PSSI provided world feed production services and all of the transmission services for the multiple television and Internet feeds across the globe. PSSI successfully transmitted multiple paths over Intelsat's Galaxy 17 satellite which fed NBC, NBC SN (a world feed reaching all four hemispheres), the source feed for the Tour Tracker online app and a daily news feed which went out to broadcasters in dozens of countries.

Cycling fans worldwide kept track of the race as it unfolded thanks to the seamless integration of IntelsatOne Prism into the PSSI presences. The system was built into a satellite van, and PSSI also used a portable unit which was easily and quickly deployed and struck each day. With demand for Internet and phone services starting before dawn and ending at nightfall, speed, ease of use and high functionality were a must. IntelsatOne Prism helped take production support, information distribution and overall communication at the Amgen Tour of California to new heights across a broad spectrum of user devices and delivery systems.

INTELSATOne | Prism



Source: Intelsat blog "Following the Action in America's Greatest Cycling Race" (www.intelsat.com/blog/media-blog/following-the-action-in-americas-greatest-cycling-race/); 20 May 2015

About PSSI Global Services, LLC

Since 1979, PSSI Global Services, along with Strategic Television, has specialized in the coordination, production and distribution of domestic and international programming. As the world's leading provider of mobile satellite transmission, production and streaming services, PSSI offers a full range of fixed, mobile and international flyaway satellite systems that provide live video, audio, IP and data services worldwide. The company currently owns more than 30 Ku-band and C-band satellite uplink/production trucks based throughout the Western United States — more than any other company in the country — as well as international and domestic C/Ku flyaway uplink systems.

www.pssiglobal.com

About Intelsat

Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.

Thousands of organizations serving billions of people worldwide rely on Intelsat to provide ubiquitous broadband connectivity, multi-format video broadcasting, secure satellite communications and seamless mobility services. The end result is an entirely new world, one that allows us to envision the impossible, connect without boundaries and transform the ways in which we live.

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