

Brazilian TV Network Navigates Distribution Jungle to Bring Content to the Amazon



About

- » Rede Amazonica is the largest TV network in the Northern Region of Brazil.
- » With 13 local TV stations affiliated with Rede Globo—one of the top 20 worldwide media groups—Rede Amazonica brings entertainment Programming to more than 1.5 million households.

Customer Challenge

Rede Amazonica had an established process of producing and transmitting content from 13 different local stations in Brazil. This old model was steadily driving operational costs up at a time when the market was becoming more competitive. New pay-TV and OTT media providers threatened their growth and market share.

To further complicate things, new regulations mandated a switch from analog to digital broadcast, forcing Rede Amazonica to commit more resources to costly infrastructure upgrades, limiting their ability to develop new content.

With viewership and revenue at imminent risk, Rede Amazonica needed to eliminate the costs associated with the production and distribution of content from 13 remote locations and find a solution for fast conversion to digital distribution—all while freeing up resources to grow.

How We Helped

Using three uplinks and premier C-band distribution from one location, Intelsat helped Rede Amazonica consolidate their 13 HDTV feeds (distributed over multiple satellites) to 200+ DTTs (UHF re-transmitters), to enable quick end cost effective launches of HD channels. Leveraging Intelsat satellite connectivity, they were able to make crystal-clear digital sports, entertainment, news programming accessible to millions across the North of Brazil.

Results



Reduced costs by over 30% and significantly accelerated analog-to-digital conversion



Further reduced cost via optimized video distribution over three uplinks and premier C-band



Simplified content production and distribution by funneling 13 HD channels through a single location



Freed up resources to invest in more high-quality content to compete in contested market