

ALDEA

# Case Study

## Global Event Coverage

### Broadcast of the Beijing Olympic Games

Aldea, an innovative provider of global broadcast video services, proudly transmitted the 2008 Beijing Summer Olympic Games for several rights holders in North and South America.

#### The Solutions

Leveraging its experience with several other major events such as FIFA World Cup 2006, FIFA U-20 World Cup 2007 and the Pan American Games in 2007, Aldea engineered and delivered high quality end-to-end television transmissions tailored to the specific requirements of each customer.

Live simultaneous broadcasts were streamed via diverse digital fiber routes from the International Broadcast Center (IBC) in Beijing to the rights holders main studios in their home countries.

High definition (HD) and standard definition (SD) television signals, as well as high speed data services were provided. Throughout the event, the transmissions were managed 24/7 from the Aldea monitoring and control center in Montreal and supported by the on-site event team in Beijing.



For non rights holders, Aldea offered one-stop shop transmission and production services. With its local partners, Aldea provided its customers with play-out, editing and studio facilities as well as SNG/ENG packaged with transmission to anywhere in the world.

#### The Results

*"We were looking for a cost effective solution with little latency in the transmission of the signal. We needed to deliver multiple feeds between Beijing and Mexico, with data and bidirectional communications for coordination purposes, and all these goals were very well met.*

*It was a smooth and coordinated project between both companies. We were able to transmit in HDTV as well as SD formats with excellent results and that complied with our expectations fully."*

*Jorge Pickering  
Director of Technical Services, TV Azteca*

### Service Portfolio

#### Occasional Use

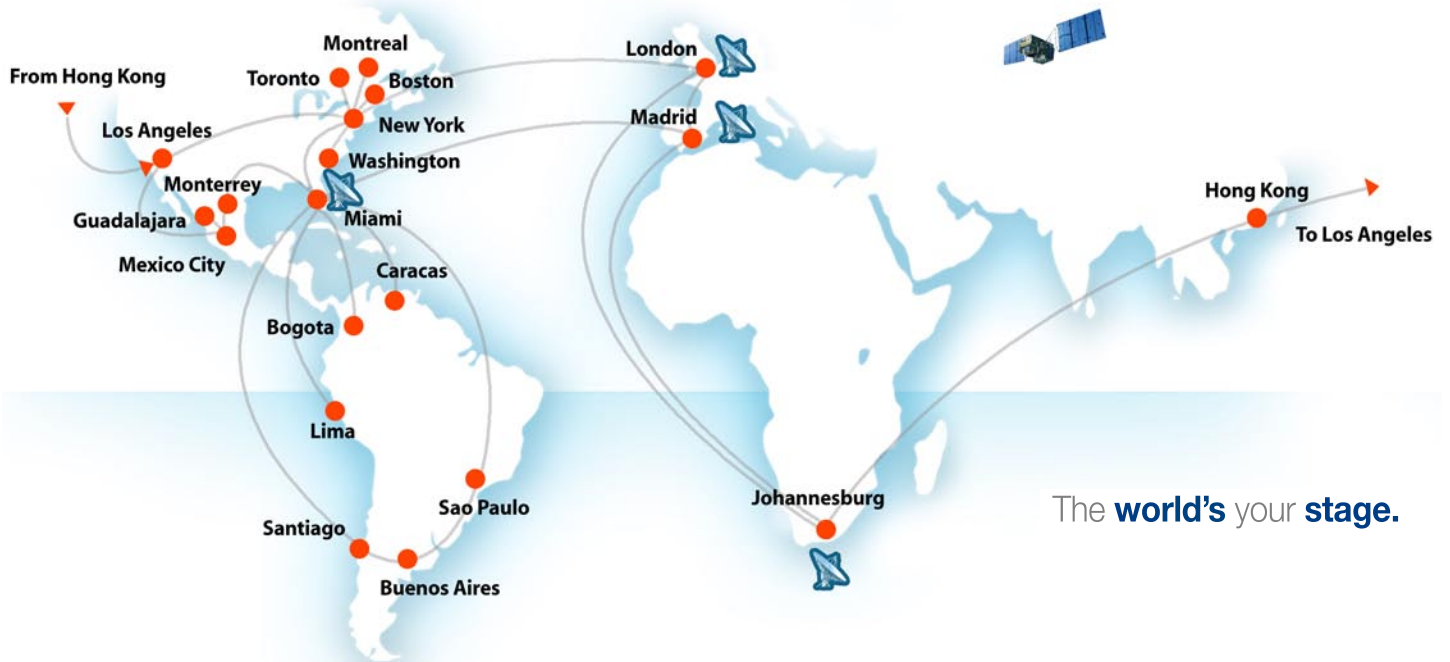
Aldea provides end-to-end managed, real-time video transmissions. Our extensive video fiber network, along with access to play-out and studio facilities, interconnection to various satellite networks and teleports, SNG, and field production, offers customers a one-stop shop for ad-hoc requirements and special event coverage.

#### Permanent and Temporary Connection

Aldea provides permanent and temporary connections for customers who require dedicated and continuous connectivity for applications such as studio-to-studio and contribution-to-distribution platforms.

### Reliability. Simplicity. Speed.

- Managed services with inherent resiliency, allowing constant, high quality video transmissions.
- 24/7 staff with video broadcast experience for full-service broadcast transmissions.
- Seamless end-to-end services with global coverage.
- Easy to book services, easy to understand invoices.



#### 24/7 Booking

International	Tel: 1-514-448-2295	Fax: 1-514-448-1447	nmc@aldea.tv	www.aldea.tv
US/Canada	Tel: 1-866-274-8731	Fax: 1-866-274-8732		

#### General Inquiries

International	Tel: 1-514-344-5432	Fax: 1-514-344-5439	info@aldea.tv	www.aldea.tv
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