



Leading Edge Broadcast Solutions

PRESS RELEASE

BROADCAST NETWORKS CONNECTS



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Broadcast Networks Ltd has provided the satellite services for the second series of the reality show *The Farm*, produced by Endemol UK for Channel Five. These services included all telephone, Internet and broadcast links to connect the remote Wiltshire location, where celebrities faced the harsh realities of life on a working farm, with the outside world. Endemol's selection of Broadcast Networks was, in part, due to previous experience of their work and ability.

For programme delivery, Broadcast Networks has provided the main broadcast satellite uplink and a fully redundant backup path to the Siemens Business Services teleport facilities at The Television Centre, London. Rather than using conventional SNG vehicles Broadcast Networks deployed two newly constructed Transportable Control Room (TCR) systems that are the latest addition to their facilities. These are designed for short or medium term deployment which was much more suitable and cost-effective for this production.

A complete communications infrastructure was required to support the 100-strong Endemol production team transplanted for the show from their Shepherds Bush headquarters to the wilds of Wiltshire. For direct telephone connectivity Endemol's internal exchange was effectively extended by installing a VSAT link between the Endemol HQ and the farm. This provided an E1 link as well as a dedicated local area network (LAN) extension between the two sites. The use of E1/data compression technology enabled savings both in bandwidth and the subsequent satellite costs.

As the series drew to its conclusion, Richard Thomson, Head of Production, Endemol UK, commented, "We have been very happy and impressed with the service provided by Broadcast Networks and consider it to be one of the key partners in the success of this quite complex and challenging venture."

Mark Cotterel, Head of IT, Endemol UK, adds, "The services provided by Broadcast Networks were delivered both professionally and in a friendly manner throughout the planning and delivery stages of this production. This was always going to be a tricky solution to deliver due to the location, but I am very pleased with the end product."



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