

SUCCESS STORY

A journey of a world-class solution
that overcame all challenges in
international remote broadcasting



digigram

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DIGIGRAM SUCCESS STORY



Antenna Hungária is a key player in the Hungarian telecommunication sector. Its main operations include national television and radio broadcasting and distribution, as well as satellite broadcasting and distribution. With the development of telecommunication services, the company has an increasingly important role in telecommunications as well.

They are a prominent broadcast service provider responsible for all the live commentary requirements of international events across Hungary and Europe. Historically, they have always rented all their broadcast hardware whenever they needed to cover an event or program, however, after being assigned as the main broadcaster of several high-profile events in the coming years, they realized it was financially efficient to invest in new AoIP codecs. The constraint, however, was the fact that they had never owned any IP codecs in the past, portable or rackmount. This meant they would have to test all the available options in the market, before selecting the best fit for their workflows.

As basic requirements, they expected the portable codec to:

- Accommodate least 3 headsets
- Have two codecs instances (for PGM and TalkBack)
- Have at least one line-level input
- Encode in G711/G722, Mpeg 1/2 L2, AAC LC/LD, PCM, OPUS
- Work without an external power source for at least 30 minutes of full operation
- Include 2 ETH-ports and an internal 4G modem with dual-SIM slots and remote control possibilities.

“As the person responsible for all audio operations and developments in my division, I wanted to get reliable solutions for IP commentary that could serve us for a long time” Zoltán TIHANYI, Audio Supervisor at Antenna Hungaria.

In order to pick the right codec for all their future needs, Antenna Hungaria chose to test out all the main IP codecs in the market at the **34th LEN European water polo championship** that they were in charge of covering.

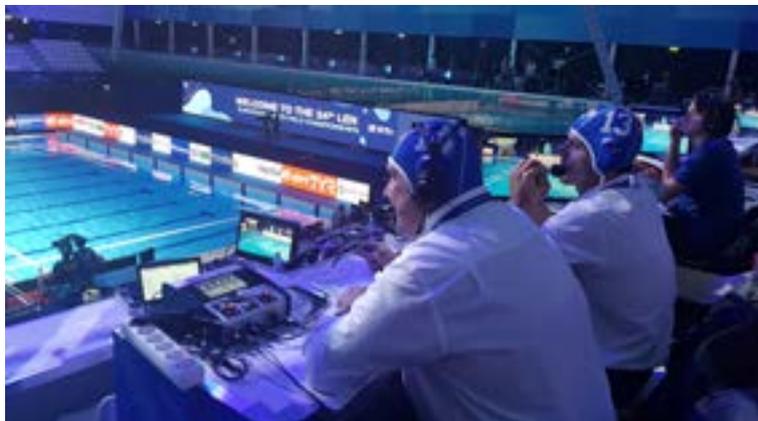
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The Best Solution

At the 2020 LEN Waterpolo European Championship, Antenna Hungaria experienced first-hand, the overall technical superiority of Digigram's portable IP codec, IQOYA TALK over all the other portable codecs they used to broadcast the event.

"The IQOYA TALK is perfect; during the LEN 2020 WP EU Championship the units were bulletproof, fully operational and connected almost 24/7 - not a single issue was experienced" Zoltán TIHANYI, Audio Supervisor at Antenna Hungaria.



IQOYA TALK broadcasting live from the LEN European Water Polo Championship, 2020.

The company discovered that apart from meeting all their technical requirements, IQOYA TALK was incredibly easy to use. Zoltán says, "We were happy that the device came with multiple audio routing possibilities (PROGRAM and TALKBACK) and thanks to the IQOYA TALK's very simple yet comprehensive user interface, our engineers were able to configure different audio-routing combinations with ease".

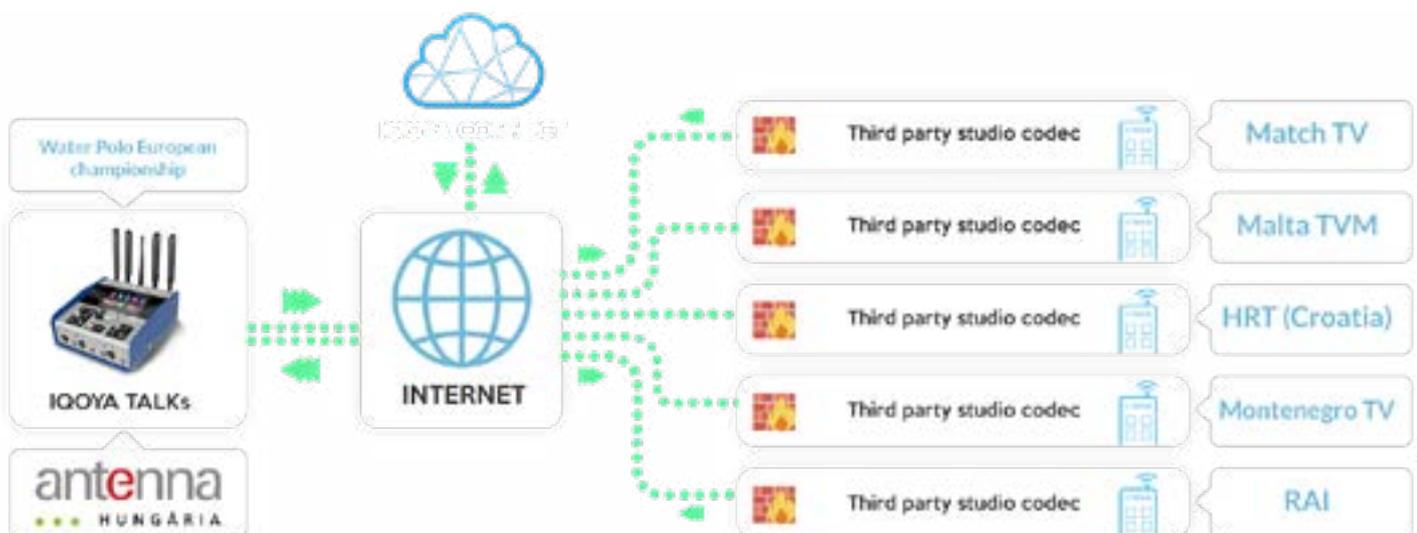
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IQOYA TALK's call interface that allows PROGRAM and TALKBACK streams to different destinations.

During this championship, commentators from several European nations used the portable codecs provided by Antenna Hungaria. Thanks to IQOYA TALK's intuitive user-interface, all the visiting commentators were able to operate it with very little assistance. This unparalleled usability stood out as a key advantage that came with the IQOYA TALK in comparison to all the other codecs used at the event. The streams were sent directly to their studios.



Workflow used by Antenna Hungaria at the LEN European Water Polo Championships.

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IQOYA TALK is a well-thought-out and user-friendly device, unlike any other portable IP codec available in the industry today. Its impressive performance at the LEN European Water Polo Championship led Antenna Hungaria to choose Digigram over all the other codec manufacturers.

Antenna Hungaria's new IQOYA Workflow:

After winning Antenna Hungaria's trust and confidence at the LEN Water Polo championship, the IQOYA TALK was selected as their go-to portable codec.

"We equipped all our on-field reporters with an IQOYA TALK, as the device is 100% mobile thanks to the dual hot-swappable batteries and 2 individual SIM slots for secure 4G connectivity".

Antenna Hungaria also chose to have multiple units of IQOYA TALK in their commentary positions and even inside one of their radio trucks for the commentary units to be connected to, removing the need for a dedicated rackmount codec.

Mr. Zoltán, when asked about using a portable codec instead of a rackmount codec inside their radio trucks, said "Apart from not having to hire a "studio codec" for receiving the on-field reporter's signals, we will also have much more flexibility on both sides (reporter and studio) as we can have the control over both sides. Since we have remote functionality for all the codecs, the broadcast has never been so safe".

Today, Antenna Hungaria's new work-flow can be defined in just three words - **Simple, Reliable and Flexible.**

Simple

The intuitive and user-focused interface of the IQOYA TALK successfully reduced the learning curve of all the reporters. The ability to broadcast live in just two clicks is a big relief to all the reporters who do not have a technical background. Digigram designed the IQOYA TALK with a lot of care, paying attention to the smallest details.

"What we found most impressive about the IQOYA TALK was the audio routing options, audio quality, clear menu and clear icons on the GUI".

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The simplicity extends all the way to the technicians and the codec operators, as they can now manage, monitor and remote control the entire fleet of codecs using just their web browser. Mr Zoltán adds, “We have a whole fleet of IQOYA TALKs now, but thanks to all the tools available, our operator’s and system engineer’s lives are much easier. This added simplicity allowed us to earn loads of new possibilities”.

Reliable

The IQOYA TALK proved to be so reliable that Antenna Hungaria is relying on it to help them face their next set of challenges. They intend to use the Digigram device for covering the international cycling event, Giro d’Italia’s - Hungary rounds. They plan to provide TALKBACK and PGM feedback between 2 locations where their OB trucks will be equipped with IQOYA TALK units. They also intend to use this powerful portable codec in the future iterations of LEN Aquatics. Mr. Zoltán adds confidently, “We look forward to 20 or more commentary positions to be booked for different events in the future”.

Flexible

Thanks to the audio routing possibilities of IQOYA TALK, it is possible to send the PROGRAM AND TALKBACK streams to two different codecs. Antenna Hungaria does not need to install another commentary unit in the same booth parallel to the OB truck for a separate communication. This makes their new commentary workflows incredibly flexible and cost-efficient.

Conclusion

Thanks to Digigram’s IQOYA TALK and codec management solution - [IQOYA CONNECT](#), they can serve more events by offering host broadcaster services like AoIP commentary solutions for the first time. Mr Zoltán concludes by saying, “As we now own these [IQOYA TALK](#) devices, we can provide more commentary and outside broadcasting services and earn a higher profit on the rate cards. We intend to buy more Digigram devices to expand our fleet”.

Working with Antenna Hungaria was a tremendous experience for Digigram, it is indeed a testament to our commitment towards making the lives of broadcasters easier by developing simple, versatile and long term solutions. We at Digigram believe in working closely with our users, helping them overcome their challenges in the most effective and efficient way.