

RapidUsers

NOS chooses Digital Rapids StreamZHD for multiple platform HD coverage of the Beijing Olympics

The User

NOS (Nederlandse
Omroep Stichting)

The Challenge

high definition streaming
during the Beijing Olympics

The Solution

StreamZHD

"NOS is accustomed to the high level of capability and reliability of the Digital Rapids product range"

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Hoofd Nieuwe Media (Head of New Media), NOS

NOS

In the Netherlands, NOS (Nederlandse Omroep Stichting, Dutch Public Broadcasting) is market leader in the field of news and sports broadcasting, on both radio and television. As a public service broadcaster NOS aspires to offer the public the possibility of following news and sports events via all possible digital media platforms on radio and television as well as via the Internet and mobile telephony.

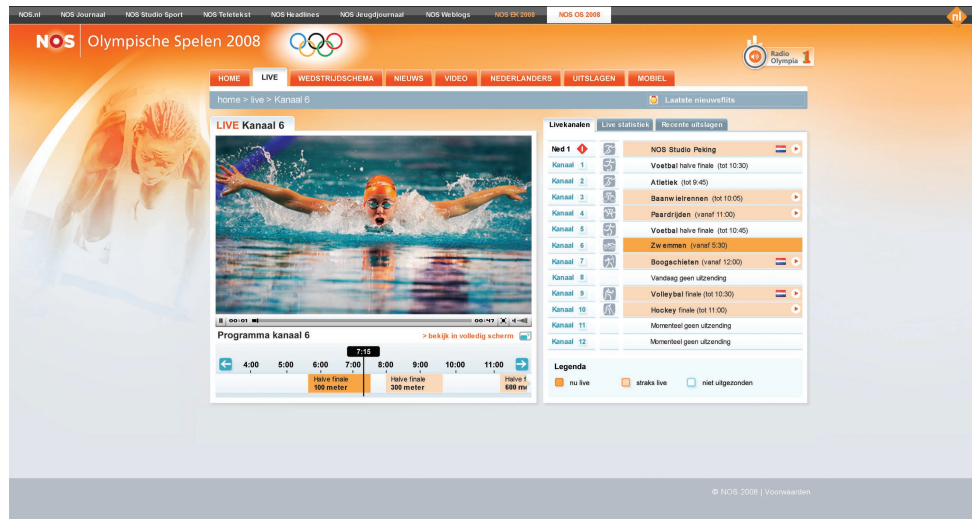
2008 is a very busy sporting year for NOS. In June the European football championships in Austria and Switzerland were extensively covered. NOS also served a huge audience covering the Tour de France in July and, of course, broadcasting the Olympic Games is a massive event for NOS, with every effort being made to cover the achievements of sports stars across multiple media platforms.

As a public service broadcaster it is very important for NOS to support the shared sporting experience through every available medium. Additionally, NOS wants to contribute to strengthening the position of Dutch sports by continuously paying cross-media attention to the many sports that play an important role in society. To begin to achieve this, NOS offers the public the ability to follow all sport, whether major or minority sports events, via all possible digital media platforms.

NOS has undertaken extensive coverage for this year's Olympics, producing 266 hours of television broadcasting on the Nederland 1 channel with live reports, summaries and backgrounds from Hilversum and Beijing, together with 227 hours of radio broadcasting on the Radio 1 channel with – for the first time – a live programme in a NOS studio in Beijing and a summary programme at night from Hilversum.



Besides the regular programming on radio and television, NOS is providing Internet coverage of up to 12 simultaneous live streams plus one HD stream using the VC-1 compression format. NOS also manages and updates a specific Olympic Games website 24 hours a day, with all reports in video and audio, supplemented by the 12 extra streams with up-to-the-minute shots of the Games. NOS also offers the ability to follow the Olympic Games via mobile phones.



NOS has been experimenting with alternative methods to deliver high quality video over various platforms, and one of these experiments is to deliver HD quality video over the Internet using VC-1. Working in conjunction with Digital Rapids and MVS Video (Digital Rapids' Dutch distributor), NOS are streaming HD over the Internet using a Digital Rapids StreamZHD encoding server. During the Olympic Games, the StreamZHD system is used as a stand alone encoder with the Nederland 1 HD television signal as the input source. The encoder generates a 1280x720 VC-1 stream with a bit rate of 8Mbps. This stream is distributed over the Internet and is freely available to the Dutch audience. The non-HD streams are powered by standard-definition Digital Rapids encoding systems.

StreamZHD is playing a key-role in the HD over IP experiment during the Olympic Games. The encoder is integrated into the existing encoding infrastructure so that starting and stopping the encoding processes can be controlled remotely.

NOS is accustomed to the high level of capability and reliability of the Digital Rapids product range as Digital Rapids DRC-2500 and DRC-2600 encoders are already in use for the day-to-day business of broadcasting, providing NOS experience with the high quality of the encoding. Familiarity with these systems also made StreamZHD immediately easy to use and to integrate.

