

### Consultancy Approach Pays Off in Addressing Complexity

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As broadcast technology becomes ever more sophisticated, the decisions around system design become more complex too. The pace of technology change means that clients often look for external support and advice in evaluating and selecting the optimum technology architecture to meet their current and future business needs.

dB Broadcast is increasingly undertaking consultancy work to help its clients understand this changing environment and how best to leverage the benefits. Broadcasters require advice that is independent of particular hardware and software providers, and which has insight into vendor roadmaps for the latest solutions. Many now engage in 'Proof of Concept' testing before determining their technology strategies. An understanding of media workflows and the design of efficient migration strategies adds further value for clients.

To gather, define and rationalise overlapping and often conflicting requirements and drivers from all parts of the operation using business process analysis is an intricate task, one that the dB Broadcast team feels it is uniquely placed to carry out, based on its considerable industry experience across a broad range of disciplines.

Recent examples of dB Broadcast's consultancy services include a multi-site HD technology refresh, DPP-compliant file delivery workflows and 4K/UHD production/payout. dB have recently been engaged as consultants for the re-location of a major international broadcaster, and for a green-field media facility based upon emerging IP standards.

According to Mike Bryan, dB's Head of Solutions, and the man responsible for many of these projects: "We typically adopt a workstream-focussed approach to managing the complexities of this type of project. This ensures that the correct resources with appropriate skill sets are assigned at the correct time in the programme".

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# Press Release

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## About dB Broadcast

dB Broadcast (dB) is one of the UK's largest and most successful independent systems integrators. dB is expert in broadcast system design and installation from studio through to transmission. With purpose-built headquarters in Cambridgeshire, UK, dB has 22,000 square feet of space for prefabrication and test of customer systems.

dB also designs and manufactures products for the broadcast industry including: Hawkeye for switching and monitoring all types of broadcast signals, MERlin DVB-T2 and DVB-T monitoring receivers, Showman multi-standard analogue TV receiver/demodulator and the Cardinal range of mains distribution units (MDUs).

[www.dbbroadcast.co.uk](http://www.dbbroadcast.co.uk)

System integration from studio through to transmission



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