

# CASE STUDY

## Accessing live SRT video feeds over the Internet



Industry: Broadcast Production



### AT A GLANCE

**CLIENT:** MIX Broadcast

**LOCATION:** Cheshire

#### CHALLENGES

- Tight budget of radio customers
- Solution needed to support interlaced footage and multi-channel audio
- Solution needed to arrive in advance of live event

#### SOLUTION

- Vitec MGW ACE decoder



*"The support, wisdom and reactivity of Zest mean that, when the time comes, we will absolutely be back on the phone to the team at Zest."*

**Micky Curling**  
Owner

**MIX Broadcast**



#### BACKGROUND

**MIX Broadcast** take raw material and turn it into content ready for TV, radio or online audiences. They operate in close cooperation with a number of big-name broadcast centres around the world, shaping their material for transmission or distribution, and advising on all stages of the production process — from conception through to delivery. They needed a solution that would allow them to connect to and receive professional SRT video feeds over the Internet. The feeds cover live news and sports for the online video needs of their radio customers. They sought the assistance of **Zest Technologies** to find the perfect solution.



#### CHALLENGES

Compared to television and live events, radio production has incredibly tight budgets. They had outgrown their previous solution that relied on computer software on low-cost hardware, and needed a reliable hardware solution that could support HD-interlaced formats and multichannel audio. With the low budgets faced by radio, the solution needed to prove useful beyond just one or two events. So **MIX Broadcast** needed a reliable, cost-effective, plug-and-play solution.

In addition, **Zest** had to ensure the solution reached **MIX** in time for an upcoming live radio production.



#### SOLUTION

After exploring a number of options, we determined the **Vitec MGW ACE decoder** met all of the criteria for compatibility and at the correct price point. The multiple standards offered by the **MGW ACE** decoder make it an attractive option, and its portability means it can be deployed on news events worldwide, as well as at **MIX's** offices in Cheshire, UK.

**Zest** pulled out all the stops to ensure the **ACE** decoder reached **MIX** in time. By identifying the correct solution, **MIX** was able to slot the unit in to their studio environment and start operating — with absolutely zero downtime. The simplicity of the unit's web interface meant the unit was reconfigured by untrained staff and operational almost immediately.

The unit can decode several streaming formats (SRT, RTMP, ZIXI, etc.), meaning **MIX** can deploy it on a variety of projects. Internal audio routing allows the selection of audio pairs for both SDI outputs and dedicated audio outs, making the decoder incredibly powerful for situations where multi-channel audio is to be remixed and incorporated into live production.

The reliability and cost-effectiveness of the **MGW ACE** decoder has meant that **MIX Broadcast** is now looking to upgrade its existing SRT encoders to the same **Vitec MGW Ace** or **Diamon** family of products.