

Case Study

PCCW Hong Kong

The largest IPTV deployment in the world enjoys continued gains in operations efficiency.

PCCW, from its base as the incumbent telecommunications provider in Hong Kong, has been rapidly growing and transforming its business. PCCW has increased its service offerings to include ISP, IPTV and mobile wireless and has outpaced all existing IPTV deployments. With 650,000 IPTV subscribers, PCCW is the largest IPTV deployment in the world and is well-positioned to continue as a market leader in Telco triple play and quad play. First deployed in September 2003, PCCW's NOW Broadband TV continues to set the standard for a differentiated broadband experience.



The PCCW NOW Broadband TV Studio, where more than 100 TV channels are monitored.

Business Challenge

PCCW's success is being achieved in a communications market characterized by strong technology leadership, increasing consumer technology adoption and intense competition. Hong Kong has two million households, and its communications market exhibits an increasingly high rate of technology adoption demonstrated by a high penetration rate of advanced services. The Hong Kong communications market is highly competitive with three pay-TV operators, five major fixed operators, seven mobile operators and two free-to-air broadcasters with four channels. Pay TV operator Hong Kong Cable Television has been in operation in Hong Kong for more than 10 years.

Today, content is developed and distributed by many, showing a demand by individuals for involvement in the content creation process and opening a door for IPTV operators. In this highly competitive

environment, PCCW has successfully launched its business transformation, i.e., from being a provider of fixed line telecommunications services to being a provider of content, applications and transactions—T-commerce.

Fundamental to PCCW's competitive strategy is its view that access to valuable content and transaction revenues will be via multiple access technologies for a number of customer situations, devices and experiences (broadband, IPTV, fixed-line, wireless and mobile). Harris Corporation holds a similar view that is fundamental to its Total Content Management offering. Harris was asked to provide the key building blocks in the content management engine of PCCW's NOW Broadband TV and to help PCCW maintain a high quality of service and user experience as its IPTV service offerings expand to a rapidly growing, loyal subscriber base.

CASE STUDY SNAPSHOT

Customer

- PCCW Hong Kong

Industry

- IPTV

Business Challenge

- Provide content management tools to enable PCCW maintain a high quality of service/user experience as its IPTV service expands

Harris Products in Play

- Infrastructure products; servers; CCS™ control and monitoring software; Videotek® TVM-950 SD/HD multi-format signal analyzer; NUCLEUS™ user-customizable control panels

Business Value

- Reliability
- Broad Feature Set
- Increased Operational Efficiency

Business Solution

The NOW Broadband TV headend ingests video streams from satellites via IRD or video link. Then, all the video content is managed inside a baseband infrastructure that comprises a wide array of Harris products. After signal routing, signal processing, commercial insertion, and live event studio operations are completed in the headend infrastructure, programs are encoded into MPEG2 format and streamed out to PCCW's subscribers via IP multicasting. Subscribers simply use a broadband modem and set top box to connect to PCCW's NOW Broadband TV service.

Harris has provided the core products in PCCW's baseband infrastructure. All Harris products are managed and monitored by the CCS™ platform and controlled by NUCLEUS™ user-customizable control panels.

Business Value

PCCW chose Harris products for the high level of reliability and broad feature set. Broadcasters worldwide rely on Harris solutions to deliver a service that is always "on air." Harris Corporation's software and systems work together under common business rules throughout an IPTV service architecture providing gains in operations efficiency.

With Harris Corporation's industry-leading content management and media business systems, providers can optimize advertising revenue across multi-channel or multi-service (television and video-on-demand, stand or high definition, mobile TV) environments. With Harris' industry-leading infrastructure systems, providers can manage and repurpose content from a common storage platform—from news to production to air.

Next Steps

PCCW's current channel count exceeds 100 channels, and additional growth is planned. Strong access management is critical in order to sign exclusive deals with large content providers.

As PCCW rolls out HD, the Harris presence will be further extended into PCCW's HD headend. System monitoring will be provided by the Videotek® TVM-950 SD/HD multi-format signal analyzer. The HD headend platform will be managed by the CCS™ platform with NUCLEUS control panels.

To Learn More

Please visit www.broadcast.harris.com.

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