in Velos IoT   @ velos-iot

HOW TO FIND THE IDEAL GLOBAL BROADCAST CONNECTION

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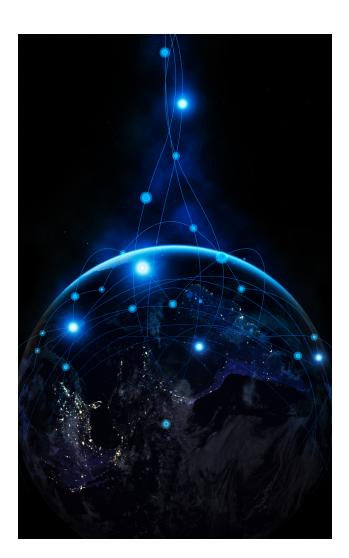
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WHY IS CONNECTIVITY IMPORTANT IN GLOBAL BROADCASTING

Live, global broadcasting remains one of the most popular and essential forms of media today. The instant and unpredictable nature of live broadcasts bring audiences closer to the action and allows them to feel part of what they're watching.

Whether you're broadcasting the news, bringing live sports to a global audience, or sharing a live event with your followers, all global broadcasts are made up of three key elements: content (what you are displaying to your viewers), equipment (the hardware you are using to broadcast), and connectivity (how you are sharing your broadcast with the rest of the world). Live sports, news, and event broadcasting are all competitive fields, and so making sure that these three components are in order is essential for a successful stream.

This is especially true of connectivity, which is often the most unpredictable and challenging aspect of broadcasting to manage. To have an edge against competitors, broadcasters need a reliable connectivity solution with minimal delays.

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The 5 connectivity challenges in global broadcasting

1

RELIABILITY

If a connectivity solution is inconsistent, both in terms of quality and speed, the viewers will have an unreliable experience, which can push them to switch to a competitor's broadcast.

2

GLOBAL COVERAGE

For live broadcasters, bringing your audience closer to the action often means travelling to new locations. On occasion, local connectivity providers offer an insufficient or costly roaming solution that would not satisfy broadcasters' needs.

3

NETWORK CONGESTION

Network congestion is particularly important when it comes to sports and events broadcasting, as these events typically have large audiences. Sharing a network space with these audiences can slow down an otherwise great connection, damaging the quality of your broadcast as a result.

4

SLOW CONNECTIVITY

Many traditional connectivity solutions simply aren't built to provide the durable, high-speed connectivity that broadcasting requires, which can leave broadcasters with slow connections and long delays.

5

NETWORK FAILURES

Due to the intensive nature of broadcasting (unpredictable locations, large crowds, large volumes of data being transmitted), network failures are common. These failures can cause your audience to miss critical moments and can take up your time while you try to resolve the issue.

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What to consider when looking for a broadcast connectivity solution?

1. PRICE

While every aspect of live broadcasting is costly, connectivity will be a guaranteed and recurring expense. For your broadcasting business to remain sustainable, it's critical to find a cost- effective solution that offers you the quality connectivity that you need.

2. NETWORK COVERAGE

To bring your audience to the action, you first have to go to the action. If you're broadcasting from a set, like a newsroom, then local network coverage should be sufficient. However, for just about every other type of broadcasting (on-the-scene news reporting, sports broadcasting, and live event streaming): coverage is key.

The ideal connectivity solution will give you the freedom to follow the action wherever it happens to be, without ever worrying if you'll be able to stay connected.

Your network coverage needs will also determine the kind of connectivity you're looking for. For broadcasting that typically takes place in the same location, Wi-Fi is likely a perfect solution. Satellite, on the other hand, is excellent for broadcasters with a broad audience, as it is universal.

However, for broadcasting that takes place at various locations around the globe, cellular connectivity is the way to go.

3. SECURITY

As with any business built on a constant transfer of data, it's important that your broadcasts are secure. Otherwise, you risk having your data compromised, your streams jeopardised, and your business put in danger.

Your broadcasting network is one of the most vulnerable parts of your business, as anyone with access to your network could potentially infiltrate your data.

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Fortunately, there are two solutions to prevent this from happening:

VPNs:
A VPN is a proxy network that encrypts the data of a less secure network. Put simply; it's a secondary network that your stream passes through before being sent out to your audience. This secondary network encrypts all the data passing through it, significantly reducing the vulnerability of your network as a result.

APNs:
An APN is a network that can only be accessed by authorised devices. It's distinct from something like a Wi-Fi network, which (even if locked with a password) can be viewed, and even accessed with the right know-how. An APN, on the other hand, is completely private, so only you and your authorised devices can view or access it.

4. ROUTING

One of the more complex aspects of connectivity is broadcast routing.

Put simply; routing is the journey your broadcast takes before reaching your audience's devices. Network routing is usually handled by your network provider, so it's not uncommon for those new to connectivity to be unfamiliar with managing your own routing.

And remember, inefficient routing can increase the latency of your live streams, taking your audience out of the moment as a result. That's why broadcasters need a connectivity provider that is experienced in choosing the most efficient networking routes possible. Because without this, your audience could end up looking elsewhere.

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5. BILLING MANAGEMENT

To achieve global connectivity, broadcasters often end up relying on several different carriers. This can make managing different bills a real challenge, costing you in both overhead and unnecessary fees.

The ideal connectivity partner will be able to meet all of your connectivity needs, simplifying your separate carrier bills into one. This way, you'll have a direct and straightforward view of your connectivity expenses, and you'll never be surprised by your monthly costs.

6. SET UP

Experienced broadcasters know how time-consuming a complicated set-up process can be. If the set-up process is complicated enough, it can result in missing a critical broadcast or running into issues because of an overlooked step.

To avoid these challenges, broadcasters should partner with a connectivity provider that has a fast, simple set-up process. The quicker you can get your hands on your new SIMs and install them, the faster you can go back to streaming content to your audience.

7. CLOUD MANAGEMENT

If keeping your devices connected is all your connectivity provider offers, then it's likely time to switch to a new provider.

The ideal connectivity solution will include additional features like cloud management, offering a high-level view of your connectivity, data usage, devices, SIM cards, and more.

Effective cloud management software can give you vastly improved insights into how your connectivity is performing, and when your SIMs need to be replaced. It can also make updating your SIMs and resolving network issues faster and simpler, providing you and your audience with a more seamless streaming experience.

8. CUSTOMER SUPPORT

Finally, the right connectivity provider will offer dedicated customer support for any and all of your needs. And this is important for broadcasters who need a quick response should anything need attention.

With a good support team, connectivity issues can be quickly identified and resolved wherever you are in the world. Anytime you have questions or concerns about your connectivity; customer support should be there to answer your questions promptly.

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VELOS IOT BROADCAST:
A COMPLETE SOLUTION

For a global and reliable connectivity solution for your broadcasting needs, there's Velos Broadcast IoT. Velos IoT is one of the most established connectivity providers in the world, with over a decade of experience in the broadcasting business.

Thanks to more than 600+ direct roaming agreements with fellow connectivity providers, we can offer connectivity that is truly global.

Velos IoT Broadcast is an all-in-one solution, so there's no need to maintain multiple contracts and bills between providers. We're the secure, easy to set up solution for all your connectivity needs.
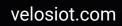
24/7 Connectivity

Velos IoT provides our customers with global, non-steered roaming. This means that wherever you take your broadcast, you'll always be connected to the strongest network available, even if that isn't one of our own.

This gives broadcasters the freedom to stream news, sports, and events wherever they happen to be, without having to worry about connection speeds, latency, or network outages.

Best of all, Velos Broadcast IoT's connectivity is backed by our industry expertise, robust management platforms, and dedicated customer support teams.

Connectivity can be the most stressful component of your broadcasting business, but it doesn't have to be. If you're looking for a more reliable connectivity solution from a provider with decades of experience in broadcasting, consider choosing Velos Broadcast IoT today.
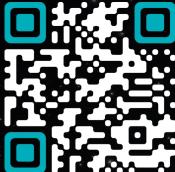
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