



## 3 Italia

### The leading Italian DVB-H player: innovation in action

3 Italia is the Italian subsidiary of the Hutchinson Whampoa Group (HWL), based in Hong Kong. Employing more than 200,000 people, HWL focuses on five major business areas worldwide and posted a revenue of more than 45 billion US dollars in 2008. 3 Italia is the biggest 3G (Third Generation) operator in Italy (with more than 8.45 million clients) and is also the biggest DVB-H (Mobile TV) operator in the country.

The company focuses on the convergence between telecommunications, Internet and media – towards a single mobile personal multimedia terminal, a “Personal Life Station” – which will be the key success factor in the mobile communications market of the future. The Media Center implemented by Siemens IT Solutions and Services for 3 Italia is an innovative, integrated and fully IT-based solution for managing, controlling and delivering tele-

vision media content over the DVB-H and UMTS network. It includes overall post-production processes and playout, Multimedia Content Management and transmission head-end for all the Mobile TV channels provided to the customer.

#### The project

Thanks to the know-how Siemens has acquired over years of collaboration with leading broadcasters around the world, more than 500 square meters of empty space was transformed into a playout center fulfilling the most advanced technological and ergonomic requirements – in as little as four months.

The new Media Center allows the acquisition, control and transformation of content within the digital domain and incorporates an advanced automation system for the transmission of five auto produced channels, nine semi pass-through with program insertion, and 24 pass-through channels.

### The challenge

The challenge of the project was twofold: delivering leading edge technologies and a revolutionary approach to broadcasting, and having to complete everything within 18 weeks. Further requirements:

- Design of a HD, DVB-S/T and Dolby-D-ready infrastructure
- Provision of a scalable IT based architecture
- A lower TCO than traditional broadcasting architecture

### The solution

The solution was divided into two steps, delivered in parallel. Step one included all capabilities for ingesting media from external content providers, for editing, composing and repurposing digital media assets, for managing and executing playlists for in-house channels as well as for performing channel branding and ad insertion for semi pass-through channels. Furthermore, Siemens was involved in the integration with the existing 3 Italia infrastructure, including BSS/OSS systems, SintecMedia OnAir and their production studios. Step two encompassed the DVB-H transmission head-end encoding and multiplexing, which also included all the decoders for receiving external feeds from content providers and live studios.

The key aspect of the overall solution is that it is both IT- and IP-based, enabling easy multiformat creation and delivery. The playout platform is based on Omnibus iTX, an automation system completely built around a standard IT platform (HP servers and EMC<sup>2</sup> storage systems). Harris was selected for the entire A/V infrastructure and the DVB-H head-end is from Thomson. The entire contribution network delivery is based on routing of A/V feeds over IP.

### The benefits

Helped by Siemens, 3 Italia installed a process and, at the same time, built up an even more service-oriented organization in the Media Management area. Greater synergies and knowledge sharing, as well as a more effective management of technologies, have led to a long list of major benefits:

- Lower capital expenses
- Lower operational cost of playout channels
- Faster time-to-market for channels
- Easy upgradability (i.e. HD)
- Reduced cabling and equipment costs
- Reduced connectivity costs for contributions
- Easier distribution over multiple sites

### Our services

Siemens supported 3 Italia in design, build, and maintenance of a complete E2E solution:

- Management of five in-house, nine semi pass-through, 24 pass-through (recasting) channels
- Playout of 14 channels (MPEG2, IMX-30)
- DVB-H transmission (up to 15 channels, H.264, 384Kbps)

Integration with existing platforms:

- SintecMedia On-Air
- Nagravision CAS
- 3 Italia BSS and OSS systems
- Live studio feeds and content provider feeds

Siemens is also supporting 3 Italia in defining and implementing platform evolution and in managing infrastructure operations and maintenance. Starting from July 2008, the entire mobile TV offering from 3 Italia has been delivered from this new Media Center.



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