

## MediaSphere

### MHEG Digital Text solutions with Softel MediaSphere

#### Rapid information access and delivery

Traditional Teletext is a well established, relatively low bandwidth solution for delivering rapid, easy access to information for viewers through their television.

Digital broadcasting has seen the introduction of enhanced text services that provide an important communication tool, with content that is extended and richer than possible with Teletext.

In many cases digital text is used to generate revenue, either through paid advertising or through the content itself, such as selling holidays and other goods or services.

To help deliver these services, broadcasters require good content management tools to reduce the overhead involved in creating, editing and publishing highly dynamic content. In addition content needs to be easily repurposed for other uses, such as mobile information services and the Internet.

#### Digital text solutions from Softel

Backed by three decades of experience in broadcast technology, Softel's rich heritage in Teletext and innovative interactive television solutions, ideally places them to provide solutions for the content management and delivery of 'TV Text' services on digital TV platforms.

Using MediaSphere, Softel's leading interactive television delivery platform, Softel are able to deliver seamlessly integrated and highly automated digital text solutions.

MediaSphere digital text solutions provide the digital broadcaster with effortless management and delivery to MHEG-5 capable receivers. MHEG-5 is the interactive TV standard used in the UK, Australia, New Zealand, Malaysia, India, and in many emerging digital television markets around the world.

Text services on digital television allow the broadcaster to deliver up to date content, such as News, Sports, Financial & Weather information, direct to the television. This also enables advertising, program content linked marketing and other revenue generating content.

The rich media experience available with digital text allows broadcasters to create an experience that is consistent with their branding or to identify with a particular marketing program or sponsor. MediaSphere digital text solutions enables these services at minimum cost and operational overhead.

#### Benefits

- Proven technology, powering Interactive TV systems across the world
- Seamless management & integration
- Reduced time and cost with highly automated data input
- Flexible configurations and navigation styles
- Easily repurpose content to web and mobile, enhancing profitability



## The Softel digital text solution

Softel provide 'turnkey' digital text solutions, partnering with specialist application developers to deliver a tailored solution to fit your needs. The suite of applications, content management, playout platform and professional services provides a complete MHEG text system.

The starting point is an MHEG text application designed to meet the needs of the service operator, determining the appearance and navigation style of the text service. Softel recommends, and can advise, on testing the application on all deployed receiver hardware in the local territory, as not all MHEG enabled receivers provide identical functionality.

As part of the project, delivery layout templates, such as templates for News, sports, financial data and for weather, are designed and implemented in the system. The templates define the areas of the display 'page' that do not change.

A content server stores both the MediaSphere digital text MHEG application (including templates) and manages the dynamic content for the service. Softel's MediaSphere TX transmission carousel then delivers continuous over-air broadcast of the digital text application, along with the dynamic content.

## Highly automated, flexible workflows

Templates are generally designed to be open, allowing local staff to make minor changes to the positioning, colour and graphics content of the template objects. Due to the relative complexity of MHEG, more significant changes require additional project work.

To aid quality control, Softel advise that all application and template changes are tested on a range of target receivers before committing the changes to the live system. With that in mind, MediaSphere allows the user to tightly define which carousel receives which updates, 'Provisional' updates are transferred only to the offline carousel whereas 'final' changes are transferred to the live carousel.

Typically automated content updates are used, an external process can submit updated content for a specified template in the form of an XML file, allowing for a virtually 'lights-out' operation, where the various external sources update page content with little or no operator interaction.

Manual content updates can also take place, where an operator may recall the latest content from any live MediaSphere template, update the content (either 'provisional' or 'final'), and write the revised content back to the live database. Changes are protected via user authentication, requiring a user account and password.

Additionally, an offline MediaSphere Lab carousel can be configured to simulate a full end-to-end DVB transmission, with modulated signal output, to connect to a selection of target receivers. Using MediaSphere Lab ensures that the application can be tested in a live environment without having to implement across a full transmission chain.

## Maintenance and support

Support is always a key component when creating an integrated solution, that's why in addition to providing full consultation when delivering a solution, Softel also offers in-house expert support.

A tiered range of support options are available, known as Softel Care, spanning from software updates to full 24 x 7 x 365 telephone and on-site support. To discuss your support requirements in more detail please contact your Softel account manager.

