

COMUNICALIA

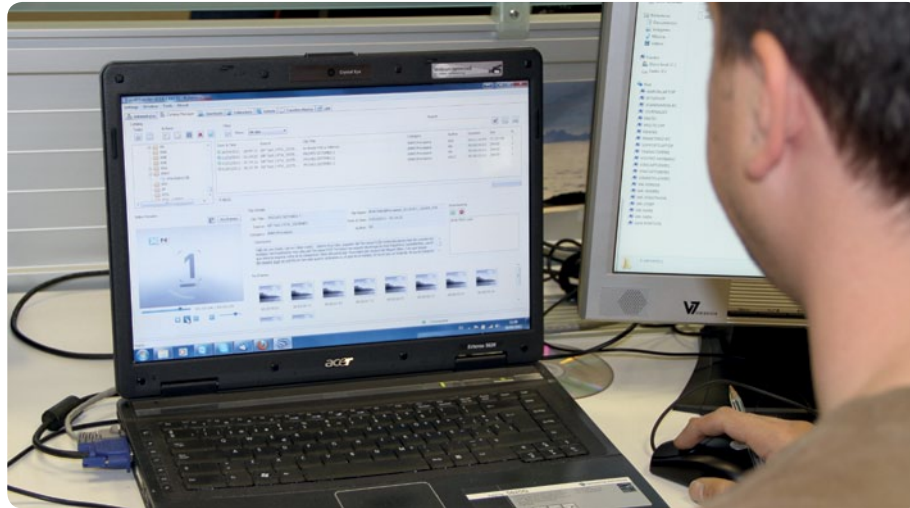
Comunicàlia
SERVEIS PER RA COMUNICACIÓ

VSN PRODUCTS:

- **VSNIPTRANSFER**

SECTOR:

Content provider



*“ The program **VSNIPTRANSFER** has provided us with a steady improvement in the distribution of our content ”*

*Rubén Martínez,
Technical Manager, Comunicàlia*

ABOUT COMUNICALIA

Comunicàlia is a public entity dedicated to manage and distribute contents and programs of 34 TV channels in Catalan language.

Comunicàlia has as its main objective, the encouragement and promotion of local presence in the audiovisual sector.

It produces and acquires television and radio programs to distribute them via satellite or internet.

THE CHALLENGE

Technological renovation of news distribution system

THE SOLUTION

*Comunicàlia replaces satellite connection with the powerful IP content exchange tool, **VSNIPTRANSFER***

THE RESULTS

Significant cost reduction and increased productivity and efficiency levels

THE CHALLENGE

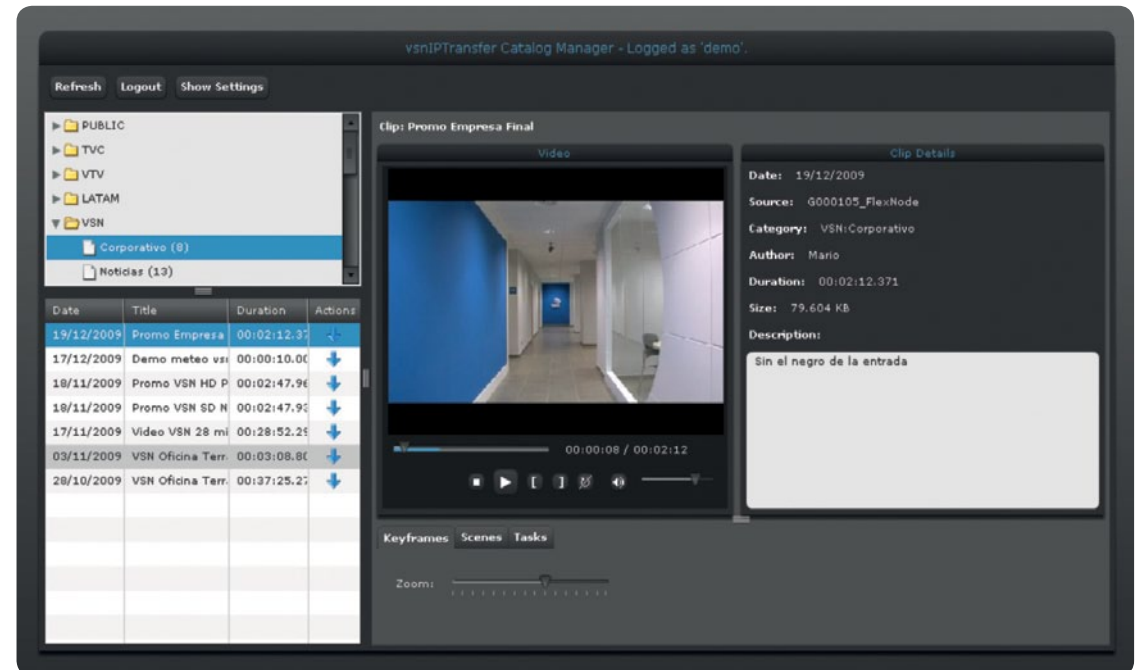
- The high annual cost of satellite operation for distribution needed to be replaced by other type of system, more affordable and revolutionary.
- Each office needed to have available personnel and technical means to record (VTR or server) THE WHOLE transmitted package, even if the channel had not bought every program.
- **Comunicàlia** needed to control the emission for each channel and compare it with the previous contracting.
- The quality of the satellite-transmitted content wasn't very good either.

THE SOLUTION

- **Comunicàlia** implemented an IP-based VPN network in all its nodes; Al-Pi (Orange) provides the connectivity.
- On April 1st, 2009 the satellite service was discontinued, being replaced by the **VSNIPTRANSFER** platform, which offered a fast file transfer with broadcast quality over IP networks.

THE RESULT

- Quickness gain.
- The new **Comunicàlia** News service offers content from every Catalonian region, two delegations in Madrid and Brussels. This change allows all the associated channels to broadcast the contents they want at the time they want, not at a 'pre-set' schedule.



VSNIPTRANSFER screenshot