



**Case:** Changing media landscape

**Who:** RTV Drenthe

**Where:** Assen

**What:** OTT Video encoder

### Heynen helps RTV Drenthe professionalizing with unique OTT video encoder

The days when a regional broadcaster only had to worry about one channel are long gone. Radio broadcasts, TV broadcasts and live reports are streamed simultaneously and in different formats to the traditional TV channel, social media and the website. This requires an OTT video encoder with allure.

#### The trigger

Bram Wittendorp, Network/System Administrator at RTV Drenthe explains: "At RTV Drenthe we use many livestreams. We make live (picture) radio 24/7 and every day we broadcast the news program Drenthe Nu live, with the latest news from the province. Followed by a variety of TV programs. In addition, we cover every interesting regional event and every major incident on location. Until recently, we realized our streams with four PCs equipped with a video card and OBS software. This was cumbersome, because each destination required a separate encoder. So, for one video source sometimes 4 PCs were streaming to the internet. More importantly, the corresponding RTMP protocol can't handle different streaming qualities. In addition, the transition to the Blue Billywig Online Video Platform was a good trigger to professionalize further".

#### Why Heynen?

"Heynen has been our partner for live streaming solutions for years. For example, we use several LiveU AV encoders to stream live OTT on location. This to our full satisfaction. The service offered by Heynen goes beyond a nice sales pitch. It was a logical step for us to look at Heynen during the search for a new encoder".

#### The process

"Heynen mapped out our wishes and then advised the MediaExcel Hero. We received a demonstration that was completely tailored to our environment, allowing us to experience the added value of the MediaExcel Hero immediately. Heynen put in the basic configuration for us and wrote a plan of approach for its layout. We also received a training to get to know the many possibilities of the product. Heynen understands exactly what is important to us and what serves us best. After that we started testing. Faster than we could have hoped for beforehand, we transferred several streams to the new OTT encoder. This because it worked very well in the tests, and we had great confidence in it. The MediaExcel Hero works super stable".



## The results

"Through the MediaExcel Hero we can

- stream one stream to multiple channels simultaneously;
- determine the resolution and bitrate per channel using the HLS protocol. Online low resolution for fast playback, on TV high resolution for beautiful images;
- arrange all easily online, per stream, thanks to the user-friendly web interface;
- share recordings easily and fast via social media because this encoder works better and more stable with Prepr (an online radio editing system);
- work together more efficiently, because of the user-friendly application with multiple user accounts;
- reduce the workload, because streams can be scheduled to go online.



All in all, we have made the process of streaming multiple streams to multiple channels better, clearer and easier and we can adjust the content to the users more easily. Heynen was indispensable. Both in the advisory phase and during implementation", says Bram Wittendorp.

## About Heynen

Heynen works for innovators. We are a supplier of innovative products and services to radio and TV broadcasters and to broadcasting-related companies. Our products and the technical support we offer help you to continue to meet the requirements of a rapidly changing environment where continuity in use and reliability are important. With our knowledge and experience, we know how to use the high-quality products of the manufacturers and developers we represent in a way that enables you to exceed the expectations of your project. The solution is not only in the technical story; what is important is that we, as a company, are flexible and close by.

### Want to know more?

Are you also looking for a reliable supplier for professional audio or video solutions or do you want to know more about which service solutions Heynen offers the broadcast industry?

Then please contact Danny Bol, Sales consultant Professional Media Solutions at Heynen BV.

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