

IP in Professional Media Networks

“To be a facility that wasn’t out of date on the first day that it went on the air we [CNN] had to be IP”

– Bob Hesskamp, Executive Vice-President of Engineering, Warner Media

Specialties

Diversified understands unique business challenges and emerging technology trends, enabling us to deliver custom tailored solutions that match our clients' needs.

IP Facilities Design/Build

Diversified has regularly participated in the evolution of the IP standards, interoperability presentations and designed IP-based systems across multiple disciplines and venues.



2,700+
Employees

50+
Locations

20,000
Projects/Year





Since...
2016
Completed First
IP/Hybrid System

(ST 2022-6/COTS + SDI)



7+

ST 2022, ASPEN, TICO, TR01
Operations Centers, Corporate
Educational and Other Facilities



23+

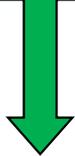
SMPTE ST 2110
TV/News & Broadcast Facilities
10G/25G, HDR/SDR, UHD/4K
& Multiformat Post-Production



4+

ST 2022, ASPEN, ST 2110
Sports Venue
& Entertainment
District Design-Build

ST 2110 PUBLISHED

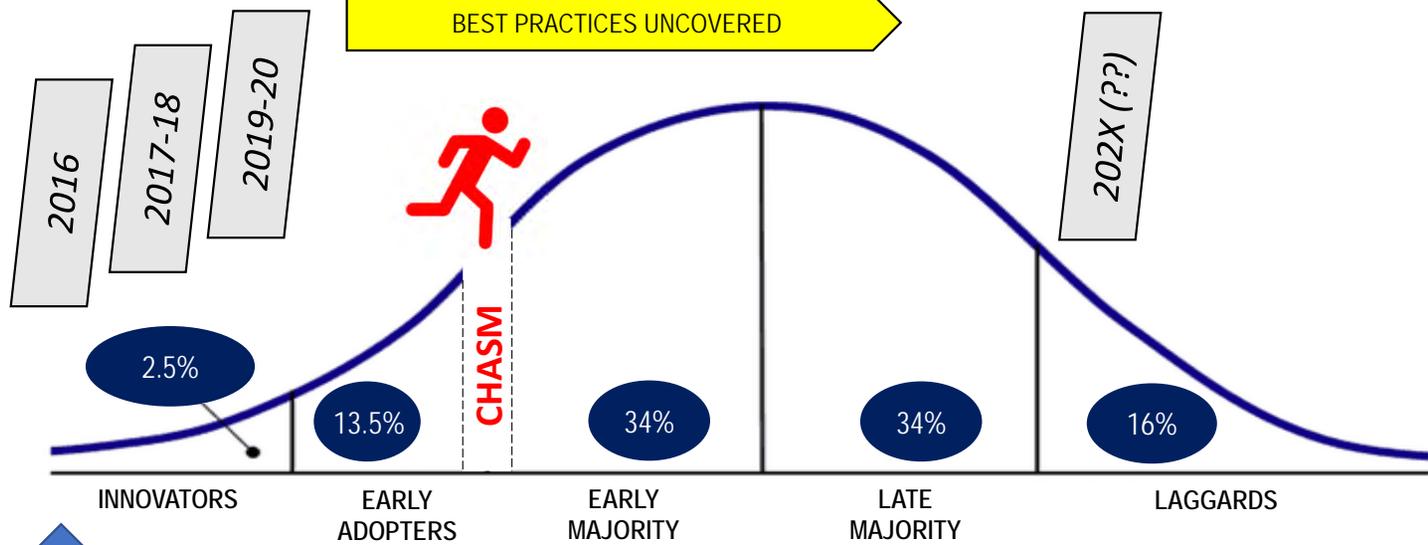


ECO-SYSTEM MATURITY CONTINUES

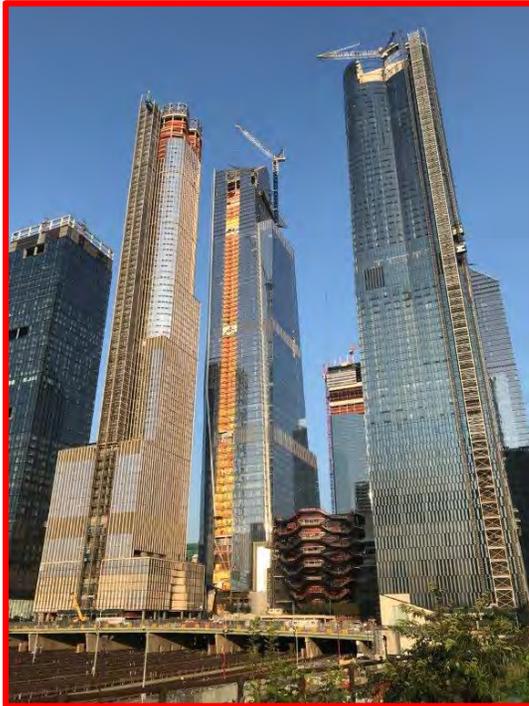
BEST PRACTICES UNCOVERED

Technology Adoption Curve

"Crossing the Chasm" – Geoffrey Moore, 1992



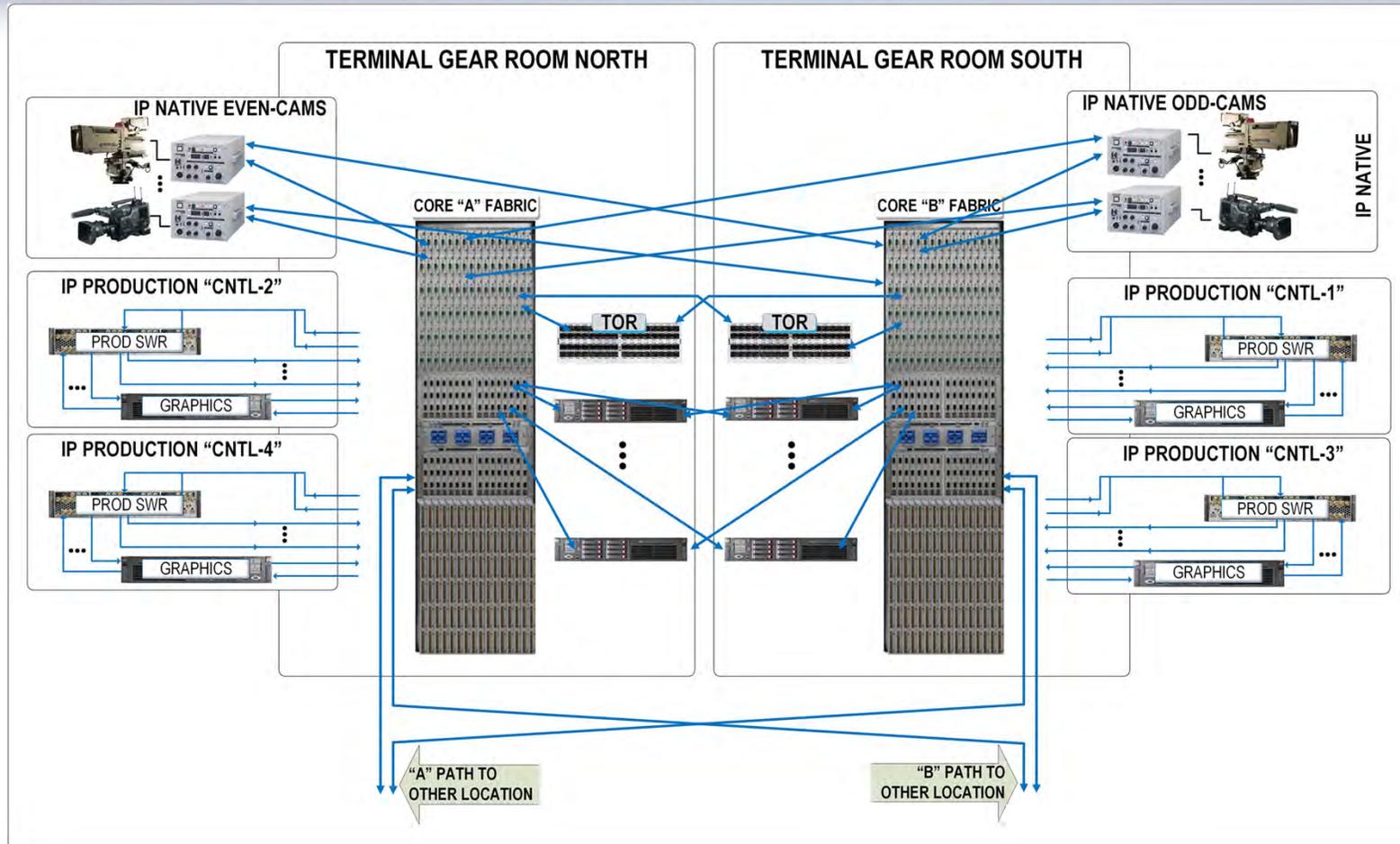
FIRST DIVERSIFIED
IP PROJECTS

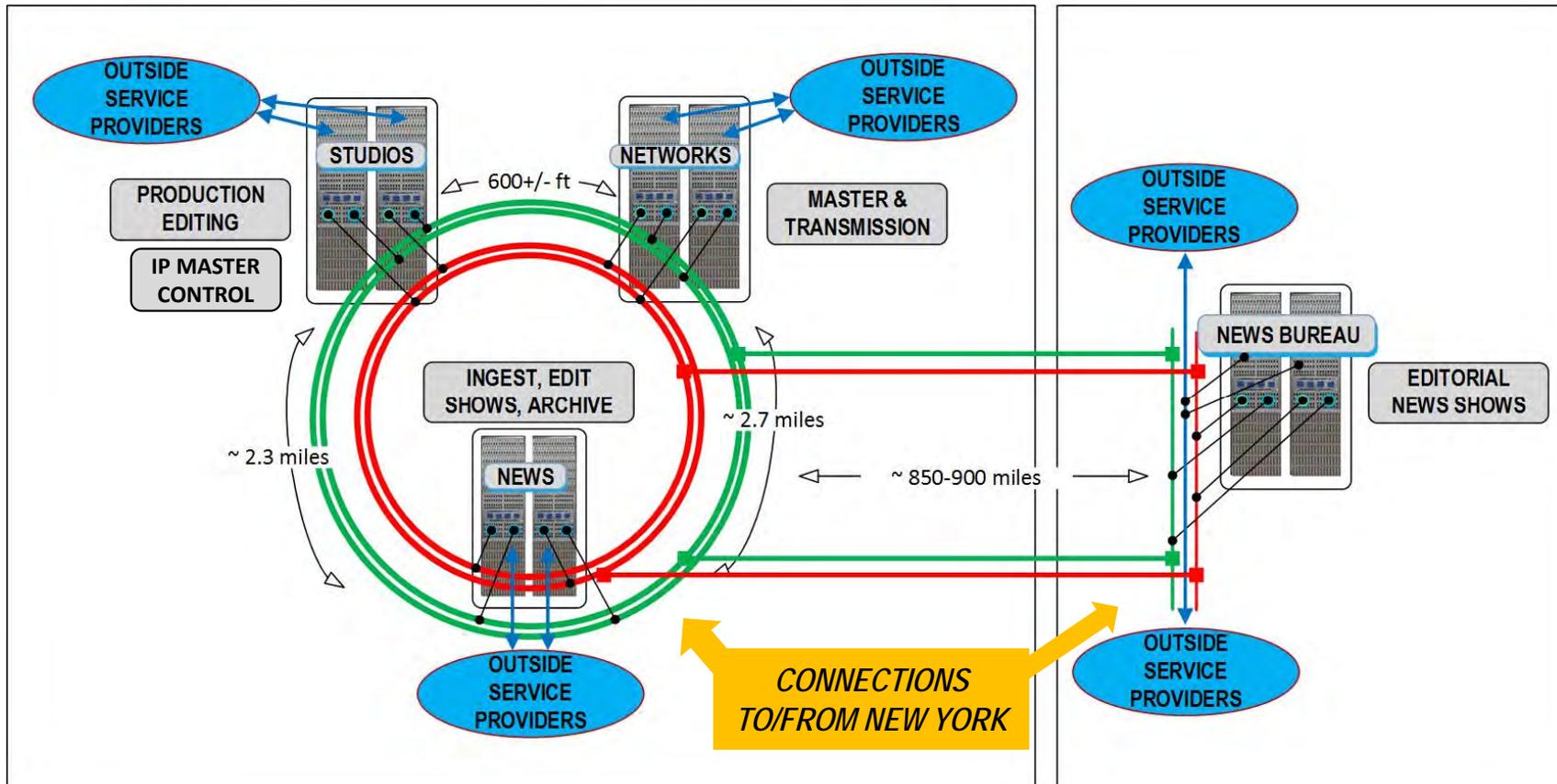


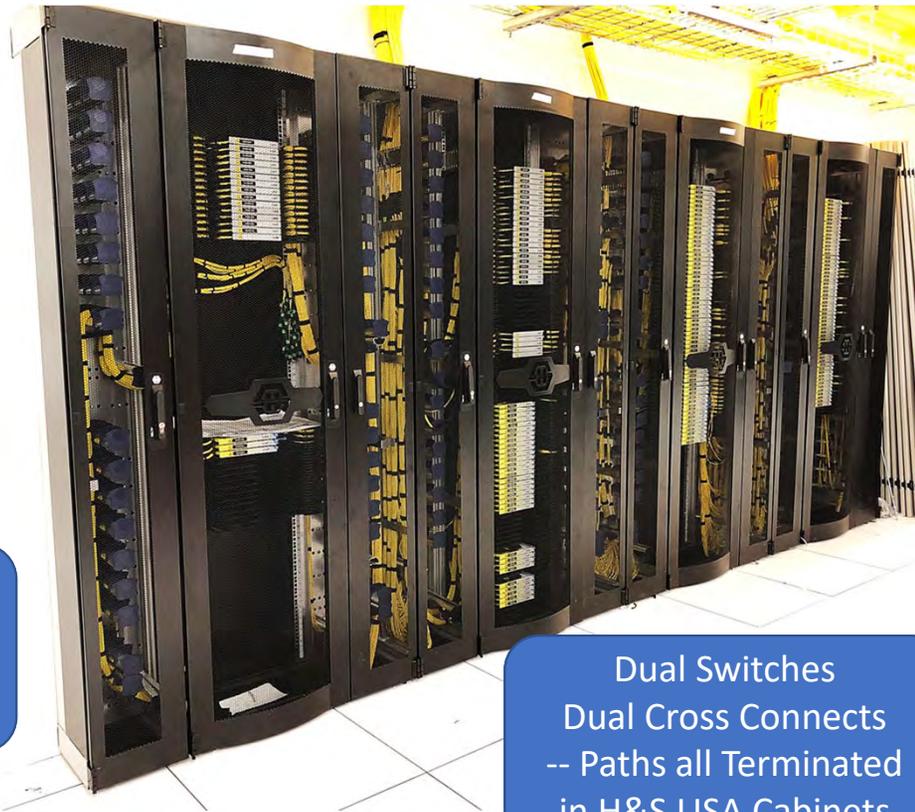
HUDSON YARDS™
NEW YORK



WarnerMedia







~ 95% of system cabling
is now installed

(5% coax / 95% fiber)

Dual Switches
Dual Cross Connects
-- Paths all Terminated
in H&S LISA Cabinets

Lessons Learned

Workflow first – design second

- IP allows much greater flexibility
- Forget what you've done in the past (with SDI)

Infrastructure Perspectives

- IP supports the goal of future expansion, build accordingly
- Think "datacenter" ... rack sizing, spacing, power allotment all change with IP
- Don't underestimate the value of the infrastructure
 - Pull >50% more fiber than initially expected, you will use it...cost is about 20-cents/foot more during initial install, and \$5.00 per foot later

Expectation Management

- Completely different than SDI
- Nothing functions until the network functions
- Every device is a client of the command and control system