

ProCurve Networking by HP GMA TV Network



"With the new ProCurve Networking solution, GMA's Broadcast Automation System (BAS) was able to handle a 25% increase in advertisements without any problem. This new system makes our BAS one of the most advanced such technology implementations in this country.

ProCurve's solution provides GMA Network the scalability to expand fast to cover more areas of operation. This is particularly necessary to support our International expansion program to reach countries where there is a high concentration of Filipino immigrants.

GMA is currently running both local and international TV network distributions using BAS and will soon be adding another two distribution networks that will also be relying on the same ProCurve Infrastructure"

Felipe S. Yalong, Senior Vice President, Finance, Group Head, Corporate Services Group, GMA Network

"In the broadcast industry, speed of delivery and quality of service are fundamental to success. Our ProCurve Networking by HP infrastructure has enabled us to enhance work processes and improve the service we offer our viewers. It also provides us with the scalability to grow our business."

Joselito Remulla, Vice President, Information and Communication Technolog, GMA Network

Abstract

GMA Network needed a high-speed, scalable and resilient infrastructure to support the introduction of its Broadcast Automation Project. This project underpinned the launch of a new international channel and improved the airing of pre-recorded programs. ProCurve Networking by HP helped to enable this by providing the high-speed, scaleable and resilient infrastructure that was needed.

Highlights

Towards the end of 2004, GMA Network rolled out its Broadcast Automation project to underpin the organisation's new commercial direction. Its objective was to provide a technology solution that was able to increase the efficiency of the airing of pre-recorded programmes.

The project was to play a crucial role in the successful launch of GMA Network's new international channel GMA Pinoy TV. This channel went live in April 2005 and broadcasts to the USA, Japan and Guam. The project helped the Network to maintain its number one position in the Filipino TV industry. It was an important contributor to the improvement of the Network's content and commercial play-out efficiency and quality. In addition, it was important to allow the possible operation of a "third" channel at some time in the future.

Joselito Remulla, Vice President, Information and Communication Technology, GMA Network, explained: "The Broadcast Automation System requires a high bandwidth network and the highest service availability with virtually zero downtime. We really had no choice but to carry out a reassessment of our current technologies to determine if we could meet the new system's rigorous business and operational requirements."

Remulla had no major issues with GMA Network's existing network but was acutely aware that it had not been designed to handle the stringent requirements of the new Broadcast Automation System.

"The new Broadcast Automation System had to run on a network that had the scalability and reliability to address our company's current and future needs. We needed to be sure that switchover time to a back-up link would be minimal, if not zero. What's more, the Broadcast Automation System required a network with no single point of failure due to the demands of the workflow," Remulla explained.

The primary purpose of GMA Network's new network was to support the Broadcast Automation System. The data network was intended to improve the company's workflow process and increase efficiency in operations. At the same time, it was intended to provide a "highway" capable of moving multi-media content in an easily scaleable and highly available system. The network would be expected to perform on a 24/7 basis.

The ProCurve Networking by HP Solution

GMA Network had already standardised on HP technology for its server needs but had been using a third party for its network requirements.

"We hadn't previously been aware of ProCurve's offering. Once we found out about them, we invited them in to carry out a proof of concept test. We needed the reassurance that their proposed configuration was viable and that their products could work with our existing network infrastructure," said Remulla.

Successful testing gave us the reassurance we needed, and ProCurve Networking by HP was selected to supply GMA Network's new network infrastructure.

"We were also impressed by ProCurve's ability to provide a high-speed, scaleable and resilient infrastructure needed to support our business objectives," explained Remulla.

"Their Support Capabilities and Lifetime Warranty were also factors in our purchasing decision," added Remulla. "When making a

Customer at a Glance
Since its foundation on June 14, 1950, GMA Network, Inc. has become the Philippines' number one TV network, reaching an estimated 12 million households. Its programming includes mainstream contemporary entertainment (comedies, dramas, action series, educational and feel-good programmes) as well as comprehensive news and public affairs reports.

Through its constant innovation, GMA has become something of a 'trendsetter' in the Philippine broadcast industry. With the introduction of new Interactive TV type services, viewers can now interact directly with the station. They can participate in polls, reach presenters whilst 'live' on air and send feedback through text messaging.

GMA has a network of 46 VHF stations (throughout the Philippines) and, through cable, can be seen in Asia, Australia, in 60 American cities and in parts of South America.

technology choice, we had to make sure that it made business sense as well. ProCurve's Lifetime Warranty lowers our cost of ownership and reinforces the reliability of their products."

GMA Network installed a new network based on ProCurve 5300, 3400 and 2600 series switches in their Manila offices. The network is based on Gigabit Ethernet technology.

GMA Network installed a 'mesh' network so as to assure the greatest level of redundancy. "Meshing" is a technology unique to ProCurve that provides an extremely high degree of redundancy and bandwidth utilization by removing any single point of failure. The network took approximately one month to install.

The network currently supports five edit workstations, but more will be added in the future. The network is used on a 24/7 basis.

Thanks to the new ProCurve network, GMA Network can now provide its users with the appropriate bandwidth, reliability and scalability to move their content through the network efficiently. The time required to transfer files between the server and a workstation, as well as the transfer of files from workstation to workstation has been reduced significantly, thus improving the working lives of the post-production team.

"The new ProCurve network has, for the first time, provided us with the capability to minimize the turnaround time required to bring our programming to the international market," explained Remulla.

Business Benefits

- A reliable network to support the launch of GMA Network's new international channel
- Consolidation of GMA Network's position as the market leading Filipino broadcaster.
- Significant reduction in the time required to bring GMA Network's content, such as news broadcasts and live shows, to market.
- Network scalability to allow the launch of further channels, if required.

About ProCurve Networking by HP

The ProCurve Networking business unit of HP is a supplier of enterprise networking solutions comprising wired and wireless networking products, services and solutions – including WAN routers, Ethernet switches, routing switches, wireless access points and network management applications – which allow customers to build networks based on open standards that meet current and future needs for security, performance and reliability.

The ProCurve Networking Adaptive EDGE Architecture™ is a unique design strategy that creates a secure, mobile, multi-service network by placing intelligence at the edge—where users connect and policies are enforced. This innovative approach creates a dynamic network infrastructure designed to keep up with advancing technology and user needs while protecting business investments.

What Makes it Work

Hardware

- ProCurve Switch 5300 series
- ProCurve Switch 3400 series
- ProCurve Switch 2600 series

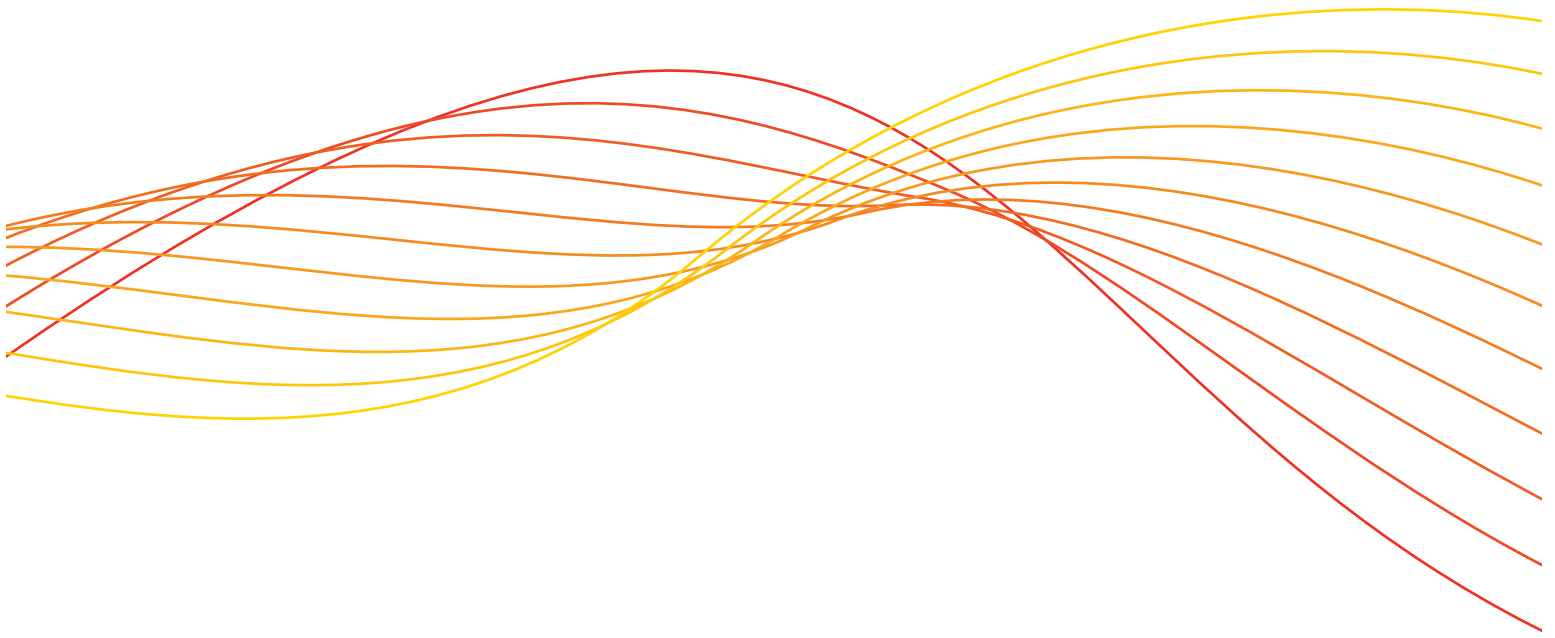
Software, Services & Support

- Lifetime warranty with next day advance replacement*
- Software updates, Telephone and email technical support**
- Comprehensive network design and configuration services **

*available in most countries, on most products for as long as the original customer owns it.

*The ProCurve Routing Switch 9300m series and Secure Access 700w series have a one-year warranty with extensions available.

**for the most up to date information go to www.procurve.com.



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