

Telecom Italia Media Broadcasting Ensures a High Quality Viewing Experience With Tektronix Sentry

Sentry Enables Identification, Diagnosis and Repair of Video and Audio Errors

Beaverton, Ore. – June 14, 2011 – Tektronix, the leading provider of digital content monitoring solutions, announced today that Telecom Italia Media Broadcasting (TIMB), Italy’s third largest digital television broadcaster, is using the award-winning Tektronix Sentry® digital content monitor to ensure its television programming is delivered with exceptional picture and sound quality.

TIMB has deployed Sentry in its central headend and several other key locations in its network to monitor all of its high definition (HD) and standard definition (SD) programming to identify video and audio errors that can impact viewers’ quality of experience (QoE). At its central headend facility in Rome where TIMB aggregates its programming content, Sentry is used to detect errors after the programming has been encoded and then again after it has been multiplexed – two critical steps where errors are likely to occur. Sentry’s advanced detection capabilities enable TIMB to quickly diagnose errors and dramatically speed the time for repair.

“We have always been committed to delivering our programming with picture and sound quality as good as they can be, and deploying the Tektronix Sentry is the latest example of this ongoing commitment to quality,” said Crescenzo Micheli, TIMB’s chief technology officer. “Sentry helps us quickly identify the root causes of video and audio errors across our entire channel line-up, which enables us to fix these errors faster than before.”

“Ensuring that viewers enjoy the best possible viewing experience is a constant effort and TIMB’s use of Sentry as part of its comprehensive approach to quality control demonstrates their commitment to being the best,” said Eric Conley, vice president, Video Network Monitoring, Tektronix. “Sentry’s unmatched ability to identify video and audio errors anywhere in a network makes it an ideal solution for TIMB and other video service providers worldwide as they expand their services.”

TIMB is just the latest company to use Sentry, which is the industry’s premier content monitoring solution and is proven in deployments with nine of the top 10 U.S. cable operators and three of the top five Canadian operators.

Sentry utilizes advanced deep packet inspection technology to give video service providers unparalleled visibility into network anomalies at the IP and MPEG layers at all critical locations in the network. This enables the quick identification, diagnosis and repair of video and audio errors regardless of where they occur in the network; from ingest at the headend through the network edge just before it is delivered to the home.

Sentry is an award-winning, comprehensive content monitoring solution for cable, telecom, IPTV and other video service providers. Sentry enables the early detection, diagnosis and repair of video and audio errors (i.e., video freeze, macro-blocking, loss of audio, etc.) whenever or wherever they occur in the network, so service providers can deliver services with excellent quality, thus ensuring an optimal QoE for subscribers. Sentry accomplishes this insight through its unique combination of an unprecedented visibility into network anomalies at the IP and MPEG layers, scalability to monitor every program in the network, and its real-time, 24/7 operation.

For more information about Sentry visit <http://www.tek.com/products/video-test/digital-content-monitors.html> or call 310.227.8620.

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About Telecom Italia Media Broadcasting

Telecom Italia Media Broadcasting (TIMB) is Italy's third largest television broadcaster and is a wholly-owned subsidiary of Telecom Italia, Italy's largest telecommunications company. The company can be found on the Internet at www.telecomitaliamediabroadcasting.it

About Tektronix

For more than sixty years, engineers have turned to Tektronix for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of test instrumentation for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning service and support. Stay on the leading edge at www.tektronix.com.

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